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BROADCASTING

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Broadcast Advertising

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WASHINGTON, D. C.
MARCH 1, 1935

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"RICHARD THE LION HEART!"

New thrills for the entire family in the most recent and glamorous of NBC's Syndicated Recorded Series

RIDE again with chivalry, adventure, intrigue and romance in the brave days of old, when Richard the Lion Heart and his Crusaders sought the Holy Grail! They're all here, in this exciting new program series.

The story begins with young Giles Mountjoy riding to the relief of the besieged Castle Mortimer. He is attacked by a scouting party and is hard pressed when he is dramatically rescued by Richard the Lion Heart, who makes Giles his squire. Together, they fight their way into Castle Mortimer, where Giles makes friends with Richard's other two squires, Nigel Mortimer and Allen Beaufort.

Trapped in the castle by the treachery of Richard's own brother, Earl John of Gloucester, they are barely able to fight their way out. Returning with a company of lances, they defeat their enemies in furious fighting, and give the latter their choice of hanging for treason, or of taking the Cross for the Crusade. They chose the Cross.

While Nigel is recovering from wounds, Giles and Allen go to Giles' home for a holiday, where Allen falls in love with Giles' sister, the lovely Lady Mary Mountjoy.

Richard's Coronation Parade to Westminster is about to start when a dispute arises between Giles and the squire of Comte de Chalvieux, an emissary of King Phillip of France. There is a duel in which Giles is the victor.

Next day Richard is crowned, and at the State Banquet that night, the Comte accuses Giles of murdering his squire. Richard supports his own squire...

THE narrative continues, piling one exciting climax on another in the life of Richard the Lion Heart—most heroic character of medieval times. These episodes furnish not only tingling excitement, but an historically accurate review of one of civilization's greatest chapters—The Crusades! Expertly portrayed by the pick of NBC's network artists and sound engineers. The price of this thrilling series is moderate . . . it is perfectly adaptable to all kinds of businesses. NBC recommends it to local sponsors as a truly unusual entertainment, or as a first-rate station sustaining program.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY • NEW YORK • CHICAGO • DETROIT • WASHINGTON • SAN FRANCISCO

WBAL

SERVES BALTIMORE *and a* RICH DISTINCTIVE EASTERN MARKET *of more than* 2,500,000 POPULATION

The Only High Power, Clear Channel Station in Maryland

1060 Kcs. BALTIMORE 10,000 Watts

The WBAL *Broadcasting Company*

EDWIN M. SPENCE, GENERAL MANAGER | JULES DANIEL, SALES MANAGER

"Daddy, is this one of those F&S stations?"

AMONG the F & S radio stations listed below, you'll find some large ones, some small ones, some with chain connections, and some without—

But two things you'll find they ALL have in common . . . . all offer some one or more definite advantages which make them good contacts for both you and us, and ALL are operated by the kind of fellows that you yourself would choose to do business with. That is our means of insuring *your* continuing confidence and good will.

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK Chrysler Building Murray Hill 2-3030	CHICAGO 180 N. Michigan Franklin 6373	DETROIT General Motors Bldg. Madison 1423	DENVER Charles Building Keystone 6028	SAN FRANCISCO Russ Building Sutter 5413	LOS ANGELES C. of C. Bldg. Richmond 6184	SEATTLE Stuart Building Elliott 6662
WHO DES MOINES *NBC Basic Red Network*	4,389,108*	WKZO KALAMAZOO *The Voice of Southwestern Michigan*		346,406*	KTUL TULSA *CBS Southwestern Group*	606,086*
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828*	KMBC KANSAS CITY *CBS Basic Network*		1,394,581*		
WIND GARY—WJJD CHICAGO *WIND-ABC Basic Network*	5,837,199*	KFAB OMAHA-LINCOLN *CBS Basic Network*		2,522,075*	KFWB LOS ANGELES *Warner Bros. Movie Studios Station*	2,200,000*
WHK CLEVELAND *CBS Basic Network*	2,069,345*	WAVE LOUISVILLE *NBC Southcentral Group*		925,717*	KOIN-KALE PORTLAND *CBS Pacific Coast Group*	692,457*
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606*	WTCN MINNEAPOLIS-ST. PAUL *The Twin Cities Newspaper Station*		2,137,792*	KOL SEATTLE *CBS Pacific Coast Group*	832,156*
WOC DAVENPORT *CBS Basic Supplementary Group*	300,000*	KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*		1,363,985*	KVI TACOMA *CBS Pacific Coast Group*	726,000*
WDAY FARGO *NBC Northwestern Group*	928,867*	WMBD PEORIA *CBS Basic Supplementary Group*		464,352*		

* Population of primary daytime coverage area.

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Crisis Develops in Radio-Press Relations

By MARTIN CODEL

Broadcasters, Victims of Journalistic 'Boners', Grow Restive; Trend Toward Sponsored News Flashes Is Observed

The Radio-Press Situation

PRESS association errors lead Press-Radio Bureau clients into incorrect news broadcasts of big events.

Transradio Press, exclusive radio news gatherer, gives correct versions and expands service.

Broadcasters chafing at present arrangement with press.

Press-radio agreement abandoned in Pittsburgh.

Trend toward sponsored news broadcasts is noted, with advertisers buying flash periods.

Inland Daily Press Association opposes sponsorship of news over the air.

Chairman of Press-Radio Bureau executive committee lauds its first year's operations.

ERRONEOUS reporting by the Associated Press of several transcendently important news events of the last fortnight, with the Press-Radio Bureau and its subscribing networks and stations among the victims of perhaps the greatest journalistic "boner" since the false Armistice report of 1918, has served to widen further the breach between broadcasting and publishing interests in the gathering and reporting of news.

The false verdict in the Hauptmann trial supplied by the Associated Press to its newspaper clients and to the Press-Radio Bureau, and the accuracy of Transradio Press Service in covering not only the Hauptmann verdict but the Supreme Court's decision in the gold cases, have intensified the dissatisfaction still prevailing among certain independent broadcasters who refused to abide by the press-radio "program" agreed upon by the networks, the network-operated stations, the press associations and the newspaper publishers exactly a year ago this month.

The whole subject of radio's reporting of the news is manifestly due for renewed scrutiny if not a complete overhauling, but what course the leaders in the radio and news fields will take remained doubtful as this was written. One news service alone has made its course plain—Transradio Press—organized less than a year ago as an exclusive radio press association by Herbert Moore, former United Press staff correspondent in New York and London and former newsman with the old CBS News Service which that network suspended when the Press-Radio Bureau was formed.

Selling the News

THERE is talk that one or more of the big press associations, possibly the United Press, may withdraw from the Press-Radio agreement and begin selling news directly to radio. The United Press is known to be growing restive under the present arrangement, whereby its complete news report and those of the Associated Press and International News Service are furnished to the Press-Radio Bureau for a twice-daily 5-minute sustaining news flash service. Although gaining in comparative prestige from the Associated Press blunders, the United Press is far from happy at the onus placed upon printed journalism at large by the troubles of the last fortnight, made all the more glaring by the erroneous service to radio.

Hugh Baillie, general manager of United Press, which at one time sold its service to a number of broadcasting stations for both sponsored and sustaining use, asserts there is "absolutely nothing" to the current talk that the U. P. may break loose from the press-radio "program". On the other hand, he would not prophesy what may take place in the future. It is not unreasonable to expect the U. P. management to decide there is too much revenue in radio to be overlooked by an organization which, unlike the non-profit-making and mutually-owned Associated Press, is independently owned and can sell its news where it pleases. Hearst's International News Service is in the same position as U. P.

On the other hand, Mr. Moore's organization is taking up station and sponsor clients rapidly. Transradio Press, he asserts, is now serving 150 of the 600 broadcasting stations in the United States, some in Canada and one in South Africa, including several stations that are newspaper-owned. The last few weeks, Mr. Moore adds, have been bringing in many more contracts both from stations and from important sponsors through their advertising agencies.

Sponsors Interested

INDEED, the Hauptmann blunder, for which the Press-Radio Bureau "fell", through no fault of its own, and the A. P.'s erroneous gold clause story, which Press-Radio Bureau did not broadcast until the correct report came in—both of which Transradio carried correctly from the first—apparently proved to the satisfaction of many broadcasters that radio can gather its own news quickly and accurately without depending upon the press associations.

Selling news to stations on a flat fee basis if used for sustaining but on a revenue-sharing basis if spon-

(*Continued on page 6*)

How Radio Was Covered on Hauptmann Trial

By GILBERT CANT

SOME daily newspapers throughout the United States on Feb. 14 carried stories with headlines such as: "Radio Carries False Verdict Report to Nation." These stories referred to the trial of Bruno Richard Hauptmann at Flemington, N. J., in which the verdict had been returned late at night on Feb. 13, and it was also brought out that the "false verdict report" originated with the Associated Press.

Nothing was done, however, to inform the public that both the major networks, as well as scores of independent stations, carried this report to the nation because they had been persuaded to accept a "program" for news broadcasting under which they were obligated not to do any news-gathering of their own, but to rely on a bureau drawing its news from press associations.

In the case of the Hauptmann verdict, accuracy was conspicuously absent; speed was over-emphasized—to the point where the AP brought in a verdict before the jury did so—and completeness was improved upon, since the AP added a recommendation for clemency, which the jury did not. In all other respects, radio men point out, the "program" agreed upon between the publishers and the broadcasters worked perfectly.

Transradio Was Accurate

THE independent news service supplying news to stations which have not subscribed to the press-radio "program"—Transradio Press Service—covered the trial for its clients, and gave them the correct verdict when it was returned by the jury. It did not supply the added thrill of a "phoney" report.

The jury at Flemington took its fifth and final ballot, finding Hauptmann guilty of murder in the first degree, at 10:28 p. m., according to apparently authentic accounts of its deliberations. The *New York Daily News* claims to have had the verdict at 10:24.

At 10:30 p. m. preparations were being made in the courtroom for the jury to take their places in the box, but the members had not yet done so. At this time, however, A. P. sent out a flash to the effect that Hauptmann had been found guilty, with a recommendation for mercy, which meant that Justice Trenchard would automatically sentence him to life imprisonment.

By 10:31 p. m. this message was being redispatched to clients of the Press-Radio Bureau, where the editor, James W. Barrett, was in charge. Also by 10:31 p. m., early editions of morning papers throughout the country, and special extras of evening papers on the Pacific Coast, were beginning to roll off the presses with the false

(*Continued on page 40*)

sored, Transradio Press is also selling direct to sponsors. The week of Feb. 25 it started to deliver two daily five-minute news flash periods five days weekly to five important stations for sponsorship by Continental Baking Co., New York (Wonder Bread), the news being purchased and placed through that big advertiser's agency, Batten, Barton, Durstine & Osborn, New York. Radio outlets in five other cities were to be selected the first week in March for the same sponsor.

Continental's news flashes were first placed on CKLW, Detroit-Windsor; WSPD, Toledo; WADC, Akron; WBNS, Columbus, and WHIO, Dayton. Significantly, WBNS is controlled by the same interests that own the *Columbus Dispatch* and *Ohio State Journal*, and WHIO is owned by former Gov. James M. Cox, of Ohio, who is the publisher of the *Dayton Daily News* and *Miami Daily News*. The other radio outlets for Continental's sponsorship of Transradio Press news were to be selected in Chicago, Des Moines, St. Louis, Milwaukee and Indianapolis.

Batten, Barton, Durstine & Osborn has also placed for another client—Waitt & Bond Co., Newark (Blackstone Yankee Cigars)—participating news flashes in the 6-6:15 p. m. daily news periods on the Yankee Network, one of the staunchest supporters of Transradio Press. This sponsorship started Feb. 18. Transradio news was also being purchased for DuPont sponsorship in various parts of the country, according to reports received at this writing.

Position of Networks

THE FACT that Press-Radio Bureau's news may not be sponsored (although spot announcements are still being placed immediately before and after its broadcast periods by many stations, while the networks are selling the 10-minute periods immediately afterward as odd units) is undoubtedly the reason for most of the dissatisfaction with the network-publisher-press association "program" of last year. So far the networks apparently have been satisfied with the arrangement for three reasons: (1) It relieves them of the cost of gathering news; (2) it maintains a friendly liaison with the press at large, presumably insuring the listing of radio station programs in the newspapers; (3) it gives their news commentators—Boake Carter, Lowell Thomas and the rest—a budget of news at little cost upon which to base their comment programs without being charged with lifting from the press.

On the other hand, there are individual station operators who dispute all three points, asserting (1) that radio should have its own news-gathering organization, free from the restraints imposed by the press, particularly the limitations of the press-radio "program"; (2) that part of the press will always fight radio yet the newspapers must list program schedules whether they want to or not because they are demanded by their readers, and (3) that with their own news supply their own com-

(*Continued on page 42*)

Press-Radio Chairman Extols Service

LAUDING the Press-Radio Bureau's coverage of news for radio, Edwin S. Friendly, chairman of its executive committee, asserted in a statement to BROADCASTING Feb. 23 that he believes "the first year of the Press-Radio Bureau fully justifies the experiment" in the cooperative furnishing of news to broadcasting stations by the combined press associations. Mr. Friendly, who is business manager of the *New York Sun* and also a member of the Publishers' National Radio Committee, made the statement on the occasion of the bureau's first anniversary. He said:

"At the end of the first year of operation of the Press-Radio Bureau I feel that the record fully justifies our committee in stating that the Press-Radio Bureau has rendered an important public service to radio listeners. This service has comprised not only the two regular daily reports of important and interesting news but the frequent special bulletins issued by the bureau, giving the public first news of the many outstanding events and situations occurring from March 1, 1934, to March 1, 1935.

"This has been a year of stupendous world news. We have witnessed such stirring episodes as the escape and capture of the outlaw, John Dillinger; the arrest, trial and conviction of Bruno Hauptmann for the murder of the Lindbergh baby; the Morro Castle disaster; the cancellation of the air contracts, and the disastrous attempts of the Army to operate the air mail; the national elections of Nov. 6, 1934; the threatened steel strike; the textile strike; the many important actions and messages of President Roosevelt; the developments in the NRA; the decision of the U. S. Supreme Court on the Gold Clause; the Mohawk disaster—these being only a few of the transcendent news events in America which were promptly bulletined to the public by the Press-Radio Bureau and in the foreign field. This year has seen such compelling events as the Nazi Purge in Germany; the Nazi Putsch in Austria with the assassination of Dolfuss; the assassinations of King Alexander of Yugoslavia and Foreign Minister Barthou; and the many dramatic and significant happenings in Russia, Italy and even in far-off Japan and China.

"The special bulletins of the Press-Radio Bureau, together with its two daily reports, have kept the radio public fully abreast of all these events. This was a public service by the newspapers of the United States, in cooperation with the press associations and broadcasters. The service was rendered at cost and without profit of any sort to any of the parties concerned.

"Both the regular reports and the special bulletins were issued without any kind of commercial sponsorship or anything in the nature of coloring or censorship of the news; and gave to the American public the prompt, concise, accurate and interesting information—all in all an unprecedented and unsurpassed service, being based on the complete reports of the world's foremost news organizations, namely, the Associated Press, the United Press and International News-Universal Service. I feel that the first year of the Press-Radio Bureau fully justifies the experiment."

Negotiations Are Begun With Reuters to Supply News Service for Radio

SEVERAL independent broadcasting stations which have not subscribed to the Press-Radio agreement have addressed inquiries to Reuters, Ltd., regarding the availability of a world news service, similar to that which Transradio Press Service is taking. Negotiations are now beginning between these stations and the manager of Reuters' New York office, A. B. Moloney.

Prior to April, 1934, the contract between Reuters and the Associated Press prevented either from selling in the other's territory. In a new contract signed then, however, this stipulation does not appear, and Reuters now has among its American clients the *New York Times*, International News Service and Transradio Press. Formerly it served the American Newscasting Association.

Broadcasters in the United States are understood to be particularly interested in what is known as the "Reuterian Service." This consists of seven news broadcasts daily and two on Sundays between 8.50 a. m. and 7 p. m., e. s. t., on both long and short waves from Rugby, England. These are distinct from the British government's news broadcasts. They can be received without difficulty in the United States on a good short wave set.

In addition, there is available a cable service from the London office, on which American clients pay the tolls. Reuters has 3,000 staff correspondents throughout the world, and also has access to the reports of national agencies, such as Associated Press here, and Agence Havas in France.

CBS March 4 Program

THE ENTIRE Roosevelt cabinet will take part in a radio broadcast March 4 by CBS entitled *Of the People, By the People, For the People*. Vice-president Garner also will participate in the program, which will review the first two years of the Roosevelt Administration. Cabinet members will describe the work of their departments and microphones will be installed in their offices. John W. Studebaker, U. S. Commissioner of Education, will discuss historic significance of the two years.

Radio-Press Accord Upset in Pittsburgh

Lid Flies Off When Big Store Begins Sponsoring News

WITH one of Pittsburgh's big department stores, Kaufmann's, having contracted for a reported $100,000 a year worth of time and Transradio news flashes over WJAS, the lid is off in that city with respect to limiting news broadcasts to the news supplied by the Press-Radio Bureau under the terms of the press-radio "program" of March, 1934.

All three of Pittsburgh's newspapers have resumed their news broadcast tieups, carrying news in their own way and without outside limitations. WJAS is broadcasting two 15-minute sponsored news periods daily in addition to other news flashes supplied by Transradio Press Service, the Kaufmann store officials having flatly refused to accede to appeals from the newspapers and other radio interests to discontinue the sponsorship of news.

In view of the importance of the store as a newspaper advertiser, the failure to persuade it to drop the broadcasting of news, started in January, led the Pittsburgh newspapers in mid-February to return to their old radio affiliations. First to resume news broadcasting in its own way was the *Pittsburgh Sun-Telegraph*, a Hearst newspaper affiliated with Hearst's WCAE in that city; then the Scripps-Howard *Press* began broadcasting over KDKA, Westinghouse-owned but NBC-operated, and along with it came the *Pittsburgh Post-Gazette*, a Paul Block newspaper, which uses its own station, WWSW.

Unusual Tieups

THE PECULIAR interlocking of newspapers and radio stations in Pittsburgh, and the fact that the independently-owned WJAS has tied up with a big department store advertiser, is regarded as significant in radio circles.

NBC was one of the organizers of the Press-Radio Bureau yet the NBC-operated station in Pittsburgh now becomes a party to an abandonment of that service so far as local news broadcasting is concerned, with the Scripps-Howard newspaper also a party. Scripps-Howard interests, as represented by the United Press and by President Roy Howard, were also instrumental in establishing the press-radio "program".

Hearst, an active radio operator, is known to be cool toward the press-radio restrictions, and it is possible his other newspapers may follow the example of his *Pittsburgh Sun-Telegraph* and broadcast locally as much of the news of his newspapers and his International News Service (or other services they get) as they choose. Paul Block is closely allied with Hearst in the newspaper business.

CALL LETTERS assigned new stations recently authorized by the FCC include KIUL, Garden City, Kan.; WMFO, Decatur, Ala., and WMFP, Ashland, Ky.

The Road to Success in Radio Advertising

By LOUIS A. WITTEN
Director of Radio, Hanff-Metzger, Inc., New York

Take Some Horse Sense, Add Liberal Portions of Proper Programming and Mix With Efficient Merchandising

THERE is no royal road to success in any field of activity. Certain fundamentals must be considered to steer clear of failure but as far as you and I are concerned as individuals, we will be outstanding successes or go to hell in our own way.

With that attempt at philosophy, I state there are two schools of thought in setting up a radio department in an advertising agency.

One school, as practiced by several of the large agencies, requires every man in the radio department to be a specialist in radio. There is an expert musical director, an expert continuity writer, an expert commercial writer, an expert radio time buyer, an expert this and an expert that.

My school of thought is this: How can a musical director be an expert in the popular field and the opera, too? How can a continuity writer be an expert at comedy and drama, too? In an agency you find men and women copywriters who do their best job at writing cereal ads, typewriter ads, etc., so why shouldn't that be true of radio? It looks as though I've torn something down. The question naturally arises—what do I do?

It's this: When I plan a radio advertising show I analyze the situation with the advertising manager, account executive and the copy men working on the specific account. What is the product? What is the price? How frequent is its purchase? To what sex must the appeal be directed? To what age group? Has it a seasonal market? Where is its distribution? Under several of these headings there are further subdivisions on which we decide morning, late afternoon or evening time.

Planning the Program

BASED on this knowledge we plan a show calculated to accomplish our primary objectives—appeal to sex and age group. Now if we decide there must be popular music in our show my opera expert would be a dead loss. If we decide on a romantic script show an expert comedy writer is also of no use nor would I want to be plagued by an expert blood-and-thunder mystery writer. So it's all very simple. I don't have any difficulty putting my finger on a musical expert who has proved himself as a popular music conductor. Nor do I have any difficulty locating a man who has made all the lovesick women of America cry over his romantic creations. In other words I am not limited by *my* knowledge of popular music or romance. My only limitation is judgment and ability, and information to decide who is successful in his given field and where I'll find him. There's no mystery or black magic about it at all, at least in my opinion.

A digression for just a moment. Some of you may wonder why I am heard on the air with certain of our radio programs. Because

MR. WITTEN

after an early experience in selling and a later experience as an announcer, I feel that I bring to our clients on the air a greater sympathy and understanding of their products than a station announcer, and a little greater comprehension of sales psychology. In addition (and this is very important to me and our organization), on a radio solicitation I am recognized and accepted more readily as a result of the air publicity.

Here is a fact which has been proved by the theatre and the movies. Practically anywhere entertainment is presented there are several types — script or speech, which might be drama or comedy; and music, which might be popular, semi-classical or classical. Every radio entertainment is made up of one or more of these elements. It's a matter of proportion.

Despite the vaudeville theatre's passing even we remember its popularity. The de luxe picture house, while it features a comedy or dramatic movie, gives you the time proved variety show, including news reel and a stage show with a master of ceremonies to set the feminine hearts going pit-a-pat, a comedian or comedy team, dancing girls for the bald head row, and so forth.

It is fortunate for many of us radio executives that television is not yet here. Many of us would lose our jobs. The smart ones are those who are studying enough of the theatre to hire the George Whites and the Earl Carrolls and the Belascos for sure as fate the theatre and its trained actors and actresses and its producers must and will come increasingly into radio. It also is true that when an advertiser enters radio he is entering the show business.

I said you have at your disposal for a radio show, speech, drama, comedy and music. Put all three together and you have a variety show. Of course, in the vaudeville theatre they could throw in a juggler or a quick change artist or things of that nature, but not for radio—yet.

Among the most popular variety programs is Maxwell House, with Captain Henry, a lovable master of ceremonies. You have music, of course, popular; you have comedy in Molasses and January, and you have drama in the love problems. The show is a variety show with permanent cast.

Then there is the Fleischman Hour. The master of ceremonies is a crooner who captured the romantic interest of our women. We have Rudy as master of ceremonies with his popular music and singing. He usually introduces a comedian or a comedy note in skit form and a dramatic playlet or reading. This variety show differs from Maxwell House primarily in that it has a changing cast, Rudy Vallee being the continuity value.

Popular Series

NOW to substantiate my earlier statement that "there is no royal road to success", I'll enumerate several of the leading popular programs and analyze their entertainment factors.

1. Joe Penner and Ed Wynn are what might be called "out and out gag comedy programs with musical support".
2. Phil Baker, Fred Allen, Burns and Allen, Eddie Cantor — situation comedy employing several stooges and musical support, either orchestral, or orchestral and vocal.
3. Will Rogers — humorist with musical support.
4. Walter Winchell — America's greatest gossip with musical support.
5. Sinclair Minstrels — as it suggests, another type of comedy with musical support.
6. Amos and Andy — script, comedy and pathos.
7. Red Davis — script, sketch of American life.
8. Grand Hotel—drama of life as it flows through a grand hotel.
9. Roses and Drums — Civil War drama.
10. Lowell Thomas — news commentator.
11. March of Time — dramatization of news with mood music.
12. First Nighter — out and out dramatic show presented in typical theatre manner.
13. Fred Waring — a musical variety show wherein the comedy and drama are supplied by song lyrics and musical arrangements.
14. Guy Lombardo—popular dance music.
15. A. & P. Gypsies — concert music.
16. Paul Whiteman—symphonized popular music and guest stars.

Success Formula

THERE is only one program type which, in broad terms, has not captured wide popularity. That is classical music, and we don't have to be mental giants to comprehend the reason.

I have enumerated more than a dozen programs which are among the 25 most popular shows on the air. And remember these out of a probable thousand shows a week broadcast by WEAF, WJZ, WABC and WOR. No one type indicates a monopoly on success and in the list we have successful shows of every type. Emphasizing the thought in another way, you can't take a successful formula and duplicate it with certainty of equal success. Yet you can take any formula properly handled and have a chance of success.

All of the shows I mentioned are successful as viewed from the standpoint of attracting large numbers of listeners. And yet among them there may be one or more which are not successful when viewed from the standpoint of cost

(*Continued on page 38*)

THE FIVE "W's" of journalism — who, what, where, when and why—are well known to every newspaperman. They are just as important in broadcast advertising. In this article, written at our request, the author provides a liberal education in the finer points of radio merchandising. He knows whereof he writes, for his own "Fire Chief" program is an epic of successful broadcasting. His experience in radio goes back a decade, the last seven years of which have been spent as radio director of one of the largest agencies.

Hearings Scheduled March 2 On Food and Drug Legislation

Storm of Protests Leads to Decision by Committee To Give Affected Parts a Chance to Be Heard

FOLLOWING procedure almost identical with that of last year, the Tugwell-Copeland bill (S-5) for regulation of the advertising and sale of food, drugs and cosmetics will be subjected to public hearings during March before a subcommittee of the Senate Commerce Committee. Overwhelming demands from industrial groups and advertising media which would be affected led to the decision by the full committee to schedule hearings. The hearings are scheduled to begin Mar. 2 at 10 a. m. before the subcommittee.

The subcommittee, named by Chairman Copeland (D.), of New York, author of S-5 and its leading sponsor, will be headed by Senator Clark (D.) of Missouri. Other members are Mrs. Caraway (D.) of Arkansas, and Senator Gibson (R.) of Vermont. The latter was named after Senator McNary of Oregon, Republican leader, had been asked to be relieved of the assignment because of his parliamentary duties. Mrs. Caraway had served on the subcommittee last session, when a vigorous fight against the original Tugwell-Copeland measure resulted in its defeat.

All Over Again

THUS FAR, the history of S-5, introduced Jan. 3, has been a repetition of what occurred last session, despite predictions by Senator Copeland that the revised measure would be enacted without hearings and without substantial change. There is already pending a committee print, presented on Feb. 23, which represents a consolidation of S-5 and S-580, introduced by Senator McCarran (D.) of Nevada, but sponsored by Charles Wesley Dunn, counsel for the Associated Grocery Manufacturers of America and the American Pharmaceutical Manufacturers Association.

While this measure is held to meet the objections of most of the groups involved—National Association of Broadcasters, American Newspaper Publishers Association, American Association of Advertising Agencies, and other groups representing advertising media other than the Advertising Federation of America—it is still viewed as having a number of shortcomings.

On behalf of the NAB, and as its legislative chairman, Henry A. Bellows again has requested an opportunity to be heard by the subcommittee. After reviewing the revised bill, he declared there had been no substantial change in any of the dozen provisions to which the NAB originally objected when S-5 was introduced.

Censorship Threat

THE ADVERTISING section of the committee print, criticized generally because of its broadness, has not been changed, Mr. Bellows brought out, and represents a censorship threat having far-reaching implications for printed media as well as radio. Other provisions, covering a variety of phases of the complex measure, have not been altered insofar as broadcasting is concerned. The major objection is that under the terms of the measure the Department of Agriculture is vested with power to make regulations having the force of law with no check on it.

For example, it is pointed out, the Secretary of Agriculture, under the measure as now written, could prohibit the advertising of aspirin as a cure for headaches, and there would be no recourse. This ban could be imposed under the provisions defining false advertising as that which is false in any particular and is not sustained by demonstrable scientific factors or substantial medium opinion. Other provisions of the pending measure also could be invoked to bring about similar results.

Whereas at the outset of the session in January, it was generally believed that the Copeland Bill, or some modification of it, would be enacted speedily, developments of the last fortnight present an entirely different picture. Hearings naturally will slow up consideration. Moreover, Congress is facing a legislative jam as great if not greater than that of last year, with the Senate in a far different mood than it was last year in approving administration-sponsored legislation.

House Indifferent

FOOD and drugs legislation, as evidenced last year, is highly controversial, and it is generally believed that the administration regards its relief program as too necessary and important to attempt to sponsor any bills of lesser significance if there are indications of conflicts on them. The Copeland bill apparently falls in that category.

In the House, little or no interest has been evinced in legislation of this nature. Should the bill in some revised form pass the Senate, hearings more than likely will be asked in the House, particularly after the issue has been agitated before the Senate committee. That the House is little interested in the measure now was indicated when preliminary efforts to hold joint hearings on the Copeland Bill were made, but with unfavorable response.

Interest of the broadcasting industry in the pending legislation centers around the fact that approximately one-third of the volume of commercial programs handled by both networks and through national and local spot are sponsored by affected manufacturers. Radio averages approximately $30,000,000 annually from these fields.

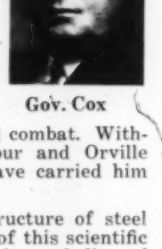
Joseph S. Gettler

Mr. Gettler

AFTER an illness of six months, Joseph S. Gettler, who retired in December, 1933, as manager of WJAR, Providence died at his home there last month. He was 65. In addition to managing the radio station, he was advertising director of the Outlet Company, big Providence department store which operated the station. "Joe" Gettler was a well known figure in radio circles. When he retired he was publicly honored at a dinner in the Biltmore hotel the evening of Dec. 12, 1933.

THE SOUL OF RADIO

FOLLOWING is the address of James M. Cox, former governor of Ohio, 1920 Democratic presidential nominee, and now publisher of newspapers in Ohio and Florida on the occasion of the dedication of WHIO, affiliated with his *Dayton Daily News*, on Feb. 9:



Gov. Cox

"The voice of radio as we hear it this evening takes its flight through the heavens in an historic setting. The antennas of the new station rise imperiously between the banks of the Great Miami and Mad rivers. Here it was that Tecumseh, the greatest Indian of all time—statesman, orator, warrior—followed the pursuits of peace and combat. Within sight are the fields now historic where Wilbur and Orville Wright gave to man the wings of the air that have carried him around the planet.

"In this inspirational scene we build a giant structure of steel and wires and insulators and all the magic devices of this scientific age. And now it takes the tongue of man and the melodies of poetry and music.

"Birth is always a solemn thing and our emotions are deeply stirred as WHIO is announced as a new thing of life. May I express this christening sentiment — that the voice of this Miami Valley empire will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are dark; that it will build a love for goodness and beauty; that it will plant in the hearts of men a philosophy that will help them to see Divinity in sunshine and shadow; that it will sense its obligations to the more than a million people who are by common interest to be our immediate radio fireside. In brief, may WHIO in its long watches of the night and in its endless days be conscious ever of its duty to God and humanity."

Use of Broadcasts Aids Housing Drive

Much of Success Is Attributed By FHA to Use of Radio

RADIO promotion has become one of the most effective publicity media for the repair and modernization drive of the Better Housing Program, according to an announcement Feb. 16 by the Federal Housing Administration. Both the FHA and business firms cooperating with it are using radio with success and at least 98% of stations are cooperating in the drive.

Thousands of letters attesting to the popularity of housing broadcasts have been received, says the FHA, and the publicity varies from short spot announcements by independents to half-hour programs over nation-wide networks. More than 250 firms are tying in the housing drive with their regular broadcasts.

Over the NBC-WJZ network Saturday evenings, *The Master Builder* broadcasts bits of homely philosophy with constructive hints on home repair and improvement. The program draws hundreds of letters daily. Another program *What Home Means to Me* consists of a series of 26 informal talks donated by the General Electric Co. and heard Sunday afternoons on the NBC-WEAF network.

Programs for Women

TWO PROGRAMS intended primarily for women are presented by FHA, *The Story of a Thousand Dollars*, on a CBS network Wednesday afternoons and an ABC series Friday mornings on which prominent home authorities are speakers.

Independent stations have carried more than 30,000 spot announcements on the drive and many have broadcast playlets furnished by FHA which often are staged by high school students. Most of the playlets and spots are used on time sold to local advertisers and given under their sponsorship.

"An overwhelming percentage of property owners have learned through these broadcasts of the many advantages of repairing and modernizing without delay," says the FHA. "The many thousands of inquiries received show the effectiveness of housing broadcasts. To judge from this interest, a most effective way to secure modernization business being created by the FHA is for the business man to feature the Better Housing Program in his radio advertising".

A new FHA program, Thursdays at 11:15 p. m., *The House Detective*, a dramatic series, is presented over the NBC-WEAF network. Roger B. Whitman, author and authority on home repair and maintenance plays the title role in the script which is written by Peter Dixon. Dixon also writes the CBS program *The Story of a Thousand Dollars*.

NEARLY 250 stations are broadcasting the series of 15 weekly *Short Talks on Advertising* sponsored by the Advertising Federation of America. The program is in its third year.

Revision of Copyright Law Submitted

Federal Group Studies Plan Permitting American Entry In Rome Treaty; $250 Infringement Fee Involved

By SOL TAISHOFF

OVERSHADOWING all legislative activity involving copyright and performance of copyrighted works in the past decade, a bill sponsored by the State Department to amend the Copyright Act of 1909 now is pending before the Senate Foreign Relations Committee. It was the subject of conferences before a special interdepartmental committee during the week of Feb. 18 in which the broadcasting industry and other interested groups were represented.

A number of provisions in the existing law which have proved both damaging and irksome to broadcasting, including the $250 statutory minimum infringement fee, will be drastically altered if recommendations of the State Department are adopted by Congress. Many reforms in copyright procedure, which would strip the American Society of Composers, Authors & Publishers of the arbitrary powers it now holds, would be instituted, if recommendations made by the NAB, hotel groups, motion picture exhibitors, and other users, are adopted.

American Entry

THE PROPOSED DRAFT of the measure submitted by the State Department to the Senate was designed so to alter the Copyright Act of 1909 as to permit American entry into the Rome revision of the Convention for the Protection of Literary and Artistic Property. After submission of the proposal, however, protests were filed by numerous organizations, including the NAB, and the matter was referred by the Foreign Relations Committee to the State Department for the taking of further testimony by the interdepartmental committee. These conferences were held Feb. 19, 20, 21 and 23 with the most important testimony, from the standpoint of the broadcasting industry, offered on the final day.

The Interdepartmental Committee hoped to have its report ready for the Senate Committee during the week of March 4, after which rather prompt action was anticipated. The proposed ratification of the convention has the support of the administration.

The original draft of the State Department's bill, which proposed the first substantial revision of the copyright law since its enactment, would include radio broadcasting in its provisions for the first time.

Highspots of this original proposal, insofar as broadcasting is concerned, are reduction of the statutory minimum infringement fee from $250 to $100; extension of the scope of the copyright laws to include both literary matter and copyrighted music broadcast over stations, and exemption from copyright requirements of hotels, stores, restaurants and others who pick up radio programs on receiving sets for incidental entertainment of their patrons.

This proposal, if enacted, would take away from ASCAP its right to demand royalties from such establishments—a right which it claims to have acquired under the celebrated Jewell - LaSalle case of six years ago, adjudicated by the Supreme Court.

The broadcasting industry, through the NAB, suggested a number of amendments to the State Department draft designed to bring to the broadcasting industry maximum protection. It urged enactment of the amended law with these suggested provisions included. In its demands it was supported by the American Hotel Association, and Motion Picture Theatre Owners of America.

The most important suggested amendment offered in behalf of the broadcasting industry by Philip G. Loucks, NAB managing director, was the proposal to eliminate the statutory minimum damage requirement altogether. Whereas the State Department in its first draft had proposed reduction of this fee from $250 to $100, Mr. Loucks contended that it should be eliminated altogether, with the copyright owners to collect such damages as a court of law decides they are entitled to after hearing of the case.

Protection for Radio

THE PROPOSED revision is highly complex. Throughout his argument for the industry, Mr. Loucks asked that in the new legislation the same considerations be given radio as are given periodicals and newspapers with respect to injunctions procured by copyright owners for infringements. In other words, he pointed out that if a newspaper infringes a copyright, injunction cannot tie up the entire publication. By the same token, he contended that in the case of a radio program, injunctions should not be allowed to cancel the entire program, but simply that portion of it involved in the alleged infringement.

As drafted, the measure provides for automatic copyright of all foreign compositions, a provision which admittedly places a greater burden upon users of copyrighted works. This would remove from the public domain (compositions on which no copyright exists) all numbers now protected by countries signatory to the convention.

Whereas foreign copyrights would be automatic, copyrights in this country would have to be registered by the owner, as at present, before he could sue for damages or profits. Should such foreign compositions not be registered, then the owner could sue for a reasonable license only, which in no case, under the proposed draft, can exceed $2,500.

Literary Works

IN HIS opening statement, Mr. Loucks raised two prime points respecting the application of the proposed amended law to the broadcasting industry. Broadcasting, he brought out, is the only substantial user of copyright material to come into existence since the original act in 1909. Secondly, he explained that it is the only group mentioned in the proposed revision that is licensed by the government to operate in the public interest and whose operations are not carried on for the sole idea of profit. Moreover, he explained that in most other countries which are signatories to the copyright convention, radio is owned or operated by the government, whereas in the United States it is privately owned and competitively operated. Therefore, he asserted, the problems in this country differ from those of foreign countries.

Of vast importance is the proposal in the State Department draft that copyrights, insofar as they relate to radio, apply to literary works. At present such works, quotations, poems and the like are not so covered and can be used on the air without the permission of copyright owners. Under the proposed new law, however, the right of the author to protect his works is provided, and his permission must be procured, or royalties paid. This however, would not cover so-called "fair quotations" when proper credit is given the author.

Protection for Scripts

THIS PROVISO, however, works both ways, for it also protects against infringement, scripts and continuities written for the radio. In the past, there has been no adequate recognized protection for the radio writer.

Appearing along with Mr. Loucks on behalf of the broadcasting industry were E. S. Sprague, NBC attorney; Sidney Kaye, CBS counsel; Henry A. Bellows, legislative chairman of the NAB; and Oswald F. Schuette, president of the Radio Program Foundation, NAB music subsidiary which has been largely dormant since its creation two years ago.

Joining the NAB in its demands for suggested amendments, particularly on the score of elimination of the statutory minimum requirement were H. P. Somerville, chairman of the legislative committee of the American Hotel Association, and A. Julian Brylawski, vice president of the Motion Picture Theatre Owners of America. Mr. Somerville advocated particularly the elimination of the ASCAP licen[illegible] fee on hotel radio receivers.

The Other Viewpoint

AMONG those appearing in opposition to some of the suggested changes were E. Claude Mills, general manager of ASCAP, and Louis D. Frolich, ASCAP counsel, and law associate of Nathan D. Burkan, ASCAP general counsel. They said they favored entering the union, and objected strenuously to the elimination of the $250 statutory minimum, claiming it was the only protection against infringement of the author. Likewise, they opposed the State Department proposal to eliminate hotel receivers and other receivers in establishments catering to the public, from royalties. They were outspoken in accusing radio interests of seeking all sorts of ways of taking music without paying for it.

Mr. Mills held that the United States should enter the Union under the law as now written, and seek changes in the statute afterward. In this view, however, he had no followers among the groups which appeared.

Sitting as the interdepartmental committee were Wallace McClure, assistant to Assistant Secretary of State Sayre; William L. Brown, register of copyrights of the Library of Congress; Richard C. DeWolf, assistant register, and L. G. Koetfle, acting chief of copyrights of the Department of Commerce. Mr. McClure, sitting as chairman, explained following the conferences that he hoped to have the report completed during the week of March 4. It will be submitted to the Senate Foreign Relations Committee.

RCA PLANS FACSIMILE CIRCUIT

New York-Philadelphia Service Projected; Television Not Yet Practical, Says David Sarnoff

PROGRESS in facsimile transmission has reached the point where communication "by the square - inch" instead of by Morse code is now possible, and by which RCA will place into service this year a high-speed ultra-short wave facsimile circuit between New York and Philadelphia, David Sarnoff, president of RCA, declared Feb. 27 in his annual report to stockholders of that company.

Mr. Sarnoff

Unlike television, which he called impractical in this country at the present time, Mr. Sarnoff declared that facsimile development promises new point-to-point communications and broadcast services to the home, including pictures, printed matter and other visual material. "The translation of these developments into practical public services, however," he asserted, "presents a number of complex financial, commercial and operating problems which are receiving the continued study of your management."

Mr. Sarnoff pointed out that facsimile has been employed experimentally for some months in the reception aboard ship of weather maps, pictures and other information useful and interesting to navigators and passengers. Aside from home and commercial uses, he declared that this new system "may also find application in police work, for the transmission between cities of photographs

(Continued on page 45)

WLW Plans Directional Signal To Meet Canadian Objections

Cincinnati Station Is Compelled by Order of Court To Reduce Its Power to 50,000 Watts at Night

FORCED to reduce its night power from 500,000 to 50,000 watts on Feb. 18, when the U. S. Court of Appeals of the District of Columbia dissolved the stay order it had procured the preceding month, WLW, Cincinnati, was planning installation of a new type of directional antenna which might make possible restoration of 500,000 watts at night. The antenna arrangement will be designed to simulate in the direction of Toronto—the intensity of a 50,000 watt station, with the power in all other directions remaining at the higher output. The station retains 500,000 watts daytime.

Simultaneous with the court action, which validated the FCC ruling that night power be reduced because of complaints of interference lodged by the Canadian Radio Commission, it was learned that WLW had reduced its night rates to the level quoted prior to the 500,000 watt operation. This former rate was $990 per hour, $660 per half hour and $440 per quarter hour. Since it began operation with 500,000 full time last spring, WLW increased its rate by 10 per cent on two occasions. The rate currently in effect until the court action was $1,200 per hour, $800 per half hour and $532 per quarter hour.

The Canadian complaint was that CFRB, Toronto, operating with a licensed power of 10,000 watts on the adjacent channel of 690 kc. was blanketed at night.

Appeal Pending

THE APPEAL of WLW from the FCC ruling of last December ordering the power curtailment was dropped on Jan. 25. The action of Feb. 18, which became effective at once, related only to the stay order to permit WLW to operate with the super-power during the pendency of this appeal. Having lost on that score, WLW now must operate with the reduced evening power until it proves that the projected directional antenna can alleviate the interference with CFRB. WLW hopes to have the new antenna installed within 30 days.

In its ruling of Dec. 21, the FCC gave WLW the option of cutting down its night power to 50,000 watts by Feb. 1, or installing a directional antenna which would perform like a station of the lower power in Toronto. WLW, through counsel, Louis G. Caldwell and Arthur W. Scharfeld, elected to go to the courts, and on Jan. 30 procured a temporary stay order, largely on the ground that an investment of some $500,000 in the station would be destroyed, along with loss of service to a large portion of the public.

After listening to further arguments, presented by Mr. Caldwell for WLW, and by Paul D. P. Spearman, general counsel of the FCC, the court again extended this stay order until Feb. 18. It was following the final argument on that day that the court dissolved the order, without a written opinion. The fact that no formal opinion was handed down practically negatived any chance of procuring a review in the Supreme Court of the United States. The court did not divulge its reasons for refusing to continue the stay order. The contention of the FCC, however, that international relations with Canada were involved, since the complaint had been lodged with the State Department, is believed to have had telling effect.

The first complaint against WLW interference with CFRB was made in December by Lieut. Col. Arthur W. Steel, member of the Canadian Radio Commission in a trip to Washington. He conferred with both the State Department and the FCC, contending there was a violation of the agreement between the two countries respecting interference. WLW operates on the 700 kc. clear channel with CFRB on 690 kc., which, although a clear channel, is being employed by a station listed at 10,000 watts but held by WLW counsel to be using a bona fide output of only between 2,000 and 3,000 watts.

Winter Signals

THE CONTENTION of WLW was that if CFRB met only reasonable technical requirements in operating efficiency for clear channel stations—that is, if it used 50,000 watts—the ratio of interference with WLW, using 500,000 watts, would be no greater than formerly. The interference did not become sufficiently serious for CFRB to complain about until winter propagation conditions set in. All last spring and summer, when the station operated with 500,000 watts day and night, there was no complaint whatever. The FCC's grant to WLW for the additional 450,000 watts was on an experimental basis, since its rules specify that the maximum allowable regular power is 50,000 watts.

The action of the FCC and of the courts is a blow to superpower broadcasting in this country. Several other clear channel stations have been considering applications for power equivalent to that of WLW's, because of the success it has attained. Some feeling has been engendered in broadcasting circles over the whole incident, not only because of the drastic effect of the action, but because the Federal government allegedly yielded to a technical demand of a foreign country without the formality of a hearing on the facts.

Typewriter Program

ROYAL TYPEWRITER Co., New York, will broadcast a sales talk and demonstration March 4 at 12:45-1 p. m. on 36 CBS stations, coast-to-coast. Hanff-Metzger Inc., New York, handles the account.

Morency Back at WTIC

Mr. Morency

AFTER an extended illness, Paul W. (Fritz) Morency, general manager of WTIC, Hartford, has returned to his office to resume active charge of the station, according to word received Feb. 20. Mr. Morency has managed the Hartford station since 1929. He was stricken with a leg ailment nearly two years ago induced by injuries received at Chateau Thierry during the World War. He is now back to normal weight and practically normal strength, and hopes to dispense with his crutches shortly. During his illness he kept in constant contact with his office and with James F. Clancy, business manager. Prior to joining WTIC, Mr. Morency served for two years as traveling representative of the NAB.

George Bijur to Direct Sales Promotion for CBS

Mr. Bijur

GEORGE BIJUR, for two years director of publicity and sales for L. Bamberger & Co., Newark department store, will join the New York staff of the CBS by March 15 as director of sales promotion. The appointment was announced Feb. 19 by Paul W. Kesten, recently elected an executive vice president of CBS, whom Bijur will succeed in sales promotion.

"Mr. Bijur's exceptional creative work in advertising and promotion first came to our attention," said Mr. Kesten, "during his earlier association with Erwin Wasey & Co. We are glad to attract a man who has won unusual recognition in the agency field as well as in retail advertising work. Mr. Bijur is thus exceptionally well grounded both in national advertising strategy and in retail merchandising, two highly important factors in modern advertising practice."

While copy and account executive for Erwin, Wasey, Mr. Bijur handled copy for such accounts as Maxwell House Coffee, Log Cabin Syrup, Diamond Crystal salt, Danersk furniture, Whiz automotive products, Knabe, Mason & Hamlin and Chickering pianos. Among other connections, he served as assistant publicity director of R. H. Macy & Co., department store, and prior to that was advertising manager of Brokaw Bros. At Bamberger's he was responsible for many promotions which achieved nation-wide notice.

AMERICAN PACKING Co., St. Louis (Sunrise meats) is sponsoring a daily morning news broadcast on KMOX, St. Louis, featuring Harry W. Flannery, former newspaperman and secretary to J. P. McEvoy, author.

Twin Cities Adopt Agency Recognition

Radio and Press Form a Joint Group for Mutual Benefit

THE FOUR radio stations of Minneapolis and St. Paul have combined with the five newspapers to form the Association of Twin City Newspapers & Broadcasting Stations to pass on advertising agency recognition and interchanging credit information. The new organization absorbs the previously formed Twin City Broadcasters Association, which included WCCO, KSTP, WTCN and WDGY, the formation of which was reported in the Feb. 15 issue of BROADCASTING.

James Cole, national advertising manager of the *Minneapolis Tribune*, half-owner of WTCN, was elected chairman of the group at a recent meeting attended by William Johns, business manager of the *St. Paul Dispatch-Pioneer Press*, owner of the other half of WTCN; J. R. Van Horn, business manager of the *St. Paul Daily News;* John Jerome, advertising manager of the *Minneapolis Journal*; William Auer, advertising manager of the *Minneapolis Star*; Stanley Hubbard, manager of KSTP; Earl Gammons, manager of WCCO; Kingsley Murphy, publisher of the *Minneapolis Tribune*, and Dr. George Young, operator of WDGY.

Four Principles

ACTIVITIES of the Broadcasters Association resulted in the setting up of a code for the recognition of Twin City and Northwest advertising agencies. Under the new code four principles were set up in the recognition of advertising agencies. They are:

1. Financial stability: The agency must furnish evidence of its financial stability. It must have resources adequate to its needs and have business practices that are sound.

2. Demonstrated ability: The principals as individuals, and the agency as an organization, must have demonstrated their ability to develop and serve advertisers. The individual applicant must have satisfied the Association of his or its integrity and financial ability to meet its just obligations.

3. Ethical practices: (a) The agency must be operating primarily in the advertising agency business with a minimum of three accounts; (b) Translating the commissions paid by the radio stations into service to the advertiser without direct or indirect rebating.

4. Cooperative in practice: No agency commission will be paid on accounts which the station has developed and where the station salesman has secured the order and schedule prior to receiving an agency order. Regular commissions will be gladly paid to the agency, however, on any subsequent contract or schedule that may come through an agency for this same account.

Station officials stated that the new code will react to the benefit of advertiser, the station and also to the advertising agency. The work of the Twin City Broadcasters Association thus far is reported to have set a new precedent in national advertising circles, and the short time which it has been in existence has already proved its value.

AN IMPORTANT ★ ★ ★ ★ ★ ★ ★ ANNOUNCEMENT

To All RADIO STATIONS
And Advertising Agencies

A COMPLETE musical Program Library and program building facility utilizing the finest of orchestras and artists and the best recording the art affords at amazingly low rates. . . .

THE LIBRARY consists of hundreds of popular dance orchestra, light opera and musical comedy, vocal ensembles, novelty features and other musical selections from which the station and advertiser can build distinctive programs at a cost lower than by any other comparable means. . . . . .

• *for full particulars wire or write* •

STANDARD RADIO
ADVERTISING

6404 Hollywood Blvd., Hollywood, Calif.

— REPRESENTATIVES —

Kasper-Gordon
140 N. Boylston
Boston, Mass.

Conquest Alliance Co.
515 Madison Ave.
New York, N. Y.

Universal Radio Productions
108 N. Michigan Blvd.
Chicago, Ill.

Daylight and Drama—Salesmen for Flour

By MERRILL HUTCHINSON
President, Hutchinson Advertising Co., Minneapolis

Upward Go the Sales of Pillsbury Products as Sponsor Draws an Enormous Audience to Morning Program

PILLSBURY'S best selling idea takes advantage of those not-fully-appreciated daytime hours when mother is running the house to suit herself. Or maybe it's just wifie, or daughter. At any rate, it's the user of flour and Pillsbury knows who does the buying when the flour supply runs low. So that is why Pillsbury uses daytime hours, realizing that the flour-buying audience can be reached—and sold. Here is the success story of this program which began as a sustainer and flowered into a network commercial in the mid-morning period.

THE SHOW'S the thing in radio as well as on the stage. That is one of the lessons to be learned from the astounding success of *Today's Children*, the 15-minute mid-morning program sponsored by our client, the Pillsbury Flour Mills Co., Minneapolis.

Another lesson, which has nothing to do with the first is that, given a good radio program, maximum effect cannot be realized without intensive merchandising of the program among the sponsor's salesmen and the trade.

Let us consider each of these lessons in order.

The objective of *Today's Children* when it was put on about three years ago as a sustaining program by WMAQ, Chicago, was to appeal to the average American housewife, and at a time of day when they were most likely to be at home and best able to listen regularly. Mid-morning, 10:30-10:45 a. m., was decided upon. An enthusiastic following among just the type of women Pillsbury was trying to reach was quickly attained. It was arranged to sponsor the program over 28 stations of the NBC-WJZ network.

From the first it pulled really amazing results and the loyalty of its audience, both to the program and its sponsors, is almost fanatical. There probably are other programs with larger audiences on the air, but none surpasses *Today's Children* in the deep-rooted devotion of its listeners. It invariably rates first or second in popularity among daytime programs in the Crossley surveys.

For "Just Folks"

TODAY'S CHILDREN differs from many women's programs in that each broadcast is a chapter or episode in the lives of a typical middle-class American family, their friends, and the sweethearts of the younger members of the family. It is a serial story, with a daily instalment.

Irna Phillips, creator and author of the program, has a deep understanding and knowledge of feminine psychology that, applied to her writing, gives *Today's Children* a "true to life" atmosphere that gets "home" to the kind of American housewife we wish to reach. Therein, we believe, lies its extraordinary power to hold its vast audience day after day, week after week.

It is drama, homely drama of the type that appeals to "just folks", the mothers, the homemakers, the flour users of America. The pulling power of this dramatic type of program has led us to believe that the "show's the thing" in a radio program which seeks to reach Mrs. American Housewife.

Hundreds of thousands of listeners look upon the affairs of Mother Moran and others in the cast as a definite part of their own lives. To the various members of the cast these women pour out real love. Every holiday brings hundreds of greeting cards for them. When a birthday is announced, it is a signal for thousands to send in congratulations. A joy for the Moran family is a joy for millions, and a sorrow for the Morans bring tears throughout the country.

IRNA PHILLIPS—Author and creator of the popular morning program sponsored by the Pillsbury Flour Mills Co., which for the fourth successive time has been rated among the best adult daytime programs.

A little less than a year ago we offered to those who had missed the earlier instalments of the play a booklet which brought the story up to date. Each listener who asked for the book was required to send in with her request a label from a bag of Pillsbury's Best Flour or from a package of Sno Sheen Cake Flour. More than a quarter of a million labels and requests were received in the course of a few weeks.

The magnitude of this response can be fully appreciated only when it is remembered that *Today's Children* is a morning program reaching an audience made up almost exclusively of housewives, that the offer appealed mainly to those who had missed earlier instalments, that there was no contest, no offer of general interest to all listeners. And not only did a quarter of a million women write for the booklet, but a large percentage took the additional trouble and expense of writing a letter of thanks and appreciation after the booklet was received.

The amazing allegiance of hundreds of thousands of women not only to members of the cast but to Pillsbury products is a constant source of wonderment even among those professional people who for years have been working with radio programs. There seems to be almost a universal conviction by housewives that if they like *Today's Children* they should buy Pillsbury products to keep it on the air. Almost every letter received mentions not only the superior quality of the program but satisfaction with one or more Pillsbury products.

Telling the Trade

IT IS APPARENT after reading only a few of these letters that the regular listeners are using Pillsbury's Best Flour or some other Pillsbury product, that they like them, that they are going to continue buying them and that they are boosting them to their friends as well. Thus the program is serving not only as an advertising medium, but is promoting direct sales.

So much for the first lesson to be learned from our experience with *Today's Children*. The second lesson, that of the necessity for merchandising the program to the salesmen and the trade, is almost equally important.

Given something good on the air one must keep on telling the trade it is good. The axiom may sound banal to many readers, but it is nevertheless true, and its importance cannot be overestimated. Many radio programs, I believe, are not fully capitalized upon because the people most closely connected with their production and control do not realize that salesmen and customers have plenty of other things to think about. Furthermore, most salesmen and storekeepers have little or no opportunity to listen to programs that go on during working hours, and therefore are not as familiar with all radio programs as one might suppose.

All developments in *Today's Children* are described regularly in *The Pillsbury Salesman*, a monthly house magazine published for the sales force. These articles in the house magazine are supplemented with regular monthly bulletins containing a detailed schedule of all Pillsbury advertising for the forthcoming month. Products that are going to be featured in the commercial announcements during the next few weeks are listed, and additional information and inspiration for the salesmen is contained in bulletins on special drives in which radio plays a part. Retail grocers are kept informed about the program with broadsides and trade magazine advertising.

Pulling Power

FACTUAL evidence is submitted to salesmen and dealers whenever possible to convince them that the program has the power to create and hold business. Their attention is called to dollars-and-cents facts on the value of the program. Prize contest news, therefore, is very convincing information, especially when contest entrants must submit proof that they have bought a Pillsbury product.

Early in the program's history listeners were offered a picture of *Today's Children* cast in return for evidence of purchase of a sack of Pillsbury's Best Flour. The response was really astounding. Later the booklet summarizing the story of *Today's Children* was offered and, as has been told above, requests for more than a quarter of a million booklets were received. These facts were submitted to the salesmen and the grocers as real evidence that more than 250,000 sacks of Pillsbury's Best Flour or packages of Sno Sheen Cake Flour had been sold over the counter directly as a result of the radio program.

There are other instances, which limited space does not permit giving in detail, that proved the dollars and cents value of our merchandising of *Today's Children*. The widespread enthusiasm for the program and any offer we make in connection with it is apparent and a matter of daily proof to us of its pulling power, but much of the effect of this public acceptance would be lost if we did not tell the salesmen and the trade about it too, backing up the story with statistical evidence and reprinting some of the more quotable letters of thanks and praise.

NOW
THE DON LEE BROADCASTING SYSTEM OF CALIFORNIA ANNOUNCES A NEW POLICY

"There is no surcharge on nightime transcription programs after March 2nd, 1935"

This is equivalent to a 30% to 50% reduction in total charges on your transcription programs. For example: KHJ, Los Angeles, old rate on one-quarter hour nightime transcriptions $180--new rate $120; KFRC, San Francisco, old rate $144--new rate $72. Other stations of the Don Lee Chain show similar reductions.

•

Send your Transcription Programs to the Don Lee Stations in California. They Have the Largest Habitual Listening Audience.

•

Eastern Representatives, Radio Sales, Inc., 485 Madison Ave., New York; Wrigley Bldg., Chicago; Fisher Bldg., Detroit.

DON LEE BROADCASTING SYSTEM
Affiliated with
COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles

Los Angeles Office, 7th and Bixel Streets — San Francisco Office, 1000 Van Ness Avenue

KFRC, San Francisco · KHJ, Los Angeles · KGB, San Diego · KDB, Santa Barbara
KFBK, Sacramento · KWG, Stockton · KMJ, Fresno · KERN, Bakersfield
(COLUMBIA NORTHWEST UNIT) KOL, Seattle · KOIN, Portland · KVI, Tacoma · KFPY, Spokane

The DON LEE Chain

In addition to local spot broadcasting, The Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

•

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

•

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

•

You can buy a California network by combining these two and get your message over Eight stations in the Eight major distributing areas of California.

•

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

Fee Plan Started By Record Artists

Seek Five Millions Per Year In Tribute From Stations

A NEW assault upon the broadcasting industry designed to exact tribute from stations and their advertisers for the performance of phonograph records, has been launched by an organization calling itself the American Society of Recording Artists, Inc., with headquarters in Los Angeles. Understood to be preparing to demand licenses from stations or perhaps advertisers following the pattern devised by the American Society of Composers, Authors and Publishers, and its several imitators, this new combination is reported to have set as its goal a revenue of $5,000,000 annually.

Gene Austin, a recording artist, appears as the organizer of the group, and titles himself "chairman, board of governors". In a circular letter sent to "fellow recording artists", the headquarters are given as the Guaranty Building, Hollywood, Calif. At meetings recently held in Los Angeles, it was reported that the active campaign to solicit stations for licenses soon would get under way.

Called a Racket

THIS newest form of attack upon broadcasting revenue is regarded by legal authorities as an out and out racket. Philip G. Loucks, NAB managing director, pointed out that recording artists have never established their right to collect tribute from stations and that there is no legal ruling on it. The licenses of ASCAP, now embroiled in litigation, he declared, give to broadcasters the right to perform the musical compositions in its catalogue, whether by phonograph record or through live talent.

The theory under which the new combination will demand royalties, according to reports, is that the recording artist has a right to prohibit the broadcasting of his renditions from phonograph records. They contend that when they record for phonograph records it is for private and not public performance.

In his circular letter, Gene Austin stated that the recording artists of America "are losing millions of dollars yearly through the indiscriminate and unlicensed use of our records for broadcasting and commercial purposes". He asserted that the purpose of the new organization is to regulate, license and collect royalties for the broadcasting and commercial use of records "so that you and I and all other recording artists receive a fair and just compensation each time one of our records is so used".

Restrictions on Use

MOREOVER, he declared that through the organization, it will be possible to have recordings restricted from use on the air if such is the individual desire of the artists. Declaring that there are many artists prominent in the recording industry who have joined the organization, he said there are no dues, initiation fees or assessments.

"Instead you will receive a specific sum each time one of your records is broadcast by a licensee," the letter stated. "The Society is supported out of the royalties it collects and does not need or solicit funds from any other source. It costs you nothing at any time to be a member."

This new licensing attempt is not to be confused with the Music Publishers Protective Association, which collects royalties from transcription producers on the use of transcriptions made exclusively for broadcast use, as distinguished from phonograph records, which are sold for general use.

Hearst Radio Appoints Marvic H. Petersen to Spot Advertising Post

Mr. Petersen

MARVIC H. PETERSEN of Blackett-Sample-Hummert Inc., Chicago, on Feb. 25 joined Hearst Radio Inc., as national advertising manager associated with New York headquarters. As such he will represent all Hearst stations devoting his attention primarily to the creation of spot programs, both national and regional. He will function under J. L. Kaufman, executive of Hearst Radio, Inc.

In connection with the appointment, Mr. Kaufman declared that station representatives have confined their activities largely to contacting space buyers of the agencies. Mr. Petersen, whose position will be similar to that taken over by Homer Hogan in the Chicago area, will contact advertisers and others to show them how to use radio on a regional or spot basis. Mr. Petersen prior to joining Blackett-Sample-Hummert nearly two years ago, was assistant sales manager of NBC in Chicago.

Robert S. Hotz, of the NBC sales department, has joined Blackett-Sample-Hummert and will become identified with its radio department.

Cole Transcriptions

COLE MILLING Co., Chester, Ill. (Omega Flour) is sponsoring a twice-weekly WBS transcription series *Down Memory Lane* on 15 Middle West stations. The account, handled by D'Arcy Adv. Agency, St. Louis, is placed on KOIL, Omaha; KSOO, Sioux Falls, S. D.; WHO, Des Moines; KSCJ, Sioux City, Ia.; KWCR, Cedar Rapids, Ia.; WMT, Waterloo, Ia.; WHBF, Rock Island, Ill.; WJBL, Decatur, Ill.; WMBD, Peoria, Ill.; WTAX, Springfield, Ill.; WTAD, Quincy; WJBC, Bloomington; WBOW, Terre Haute, Ind.; WGBF, Evansville; KWK, St. Louis.

Richfield Renews

RICHFIELD OIL Co., of California, Los Angeles, has renewed the Jimmie Allen WBS series for 52 weeks, five discs a week, on KNX, Los Angeles; KFWB, Los Angeles; KFOX, Long Beach; KFXM, San Bernardino; KFSD, San Diego; KXO, El Centro; KOIN, Portland; KFPY, Spokane; KPO, San Francisco; KJR, Seattle. Beaumont & Hohman, Los Angeles, is the agency.

Pennzoil's Spots

PENNZOIL Co., Los Angeles, on Feb. 12 started a transcription campaign on 26 stations in 11 western states to introduce its new solvent process Pennzoil. The campaign, handled by Mayers Co. Inc., Los Angeles, consists of 1½ minute announcements produced by Recordings Inc., Hollywood.

Fictitious Account Used By San Francisco Club To Analyze Media Value

Mr. Grabhorn

TO DECIDE which is the best method of advertising, the San Francisco Advertising Club is giving the advertising media men a day in court. Through a series of four successive luncheon seminar meetings, which started Feb. 13, with radio as the media, an unusual presentation has been devised.

The club has resolved itself into the officers, directors and stockholders of a purely fictitious company — the Gro-more Plant Food Laboratories Inc., which is confronted with a consumer's merchandising problem. The organization invites representatives of the various branches of advertising to present their case to campaign the product.

C. P. MacGregor, president of MacGregor and Sollie Inc., transcription studios, San Francisco, and Murray B. Grabhorn, sales-manager, KFRC, San Francisco, were the speakers at the radio seminar Feb. 13. MacGregor used as his sales argument, "Spot Broadcasting", and Grabhorn, representing the fictitious network, the United Broadcasting Corp., spoke on "Radio Network". They told their stories in the same positive and uncompromising manner they use when talking to a prospective sponsor. Grabhorn illustrated his arguments with a transcription cut especially for the meeting.

North American Co. Soon Will Decide Whether to Start Wired Radio System

UNUSUAL activity within organizations associated with Wired Radio Inc., a subsidiary of the North American Co., big public utility holding company, has been apparent during the last few weeks, with indications that the company intends to decide shortly whether it will attempt to invade the radio entertainment field by providing program service over power lines entering the home.

Associated Music Publishers Inc., also a subsidiary of North American, has contracted with Electrical Research Products Inc., for its transcription recording license. It is understood that a large library of recordings of AMP compositions is being produced under this license for use by Wired Radio.

Coupled with this is the confirmed report that a number of installations of wired radio sets have been made in Cleveland in the homes of officials of the local power company, also a North American subsidiary. Upon these final tests will rest the technical expediency of the system. Whether any large-scale enterprise will be launched, however, depends upon later action of the board of the North American Co.

Probably Intrastate

AMONG arrangements made by Wired Radio, it is learned, is one with American Telephone & Telegraph Co. to furnish terminal facilities. Should a concrete plan be developed, it is more than likely the program service, presumed to be non-commercial insofar as the "listener" is concerned, will be on a local or intrastate basis, rather than chain service paralleling the radio networks. As purely intrastate service, it is felt, wired radio would not come under the jurisdiction of the FCC.

Wired radio is a method of transmitting sound along power or telephone lines entering the home. Pictures or "wired television", it is held, also can be transmitted over wires much more effectively than through space. Technically, it is generally recognized that the quality of transmission over lines exceeds that of radio, since there is no interference from the elements.

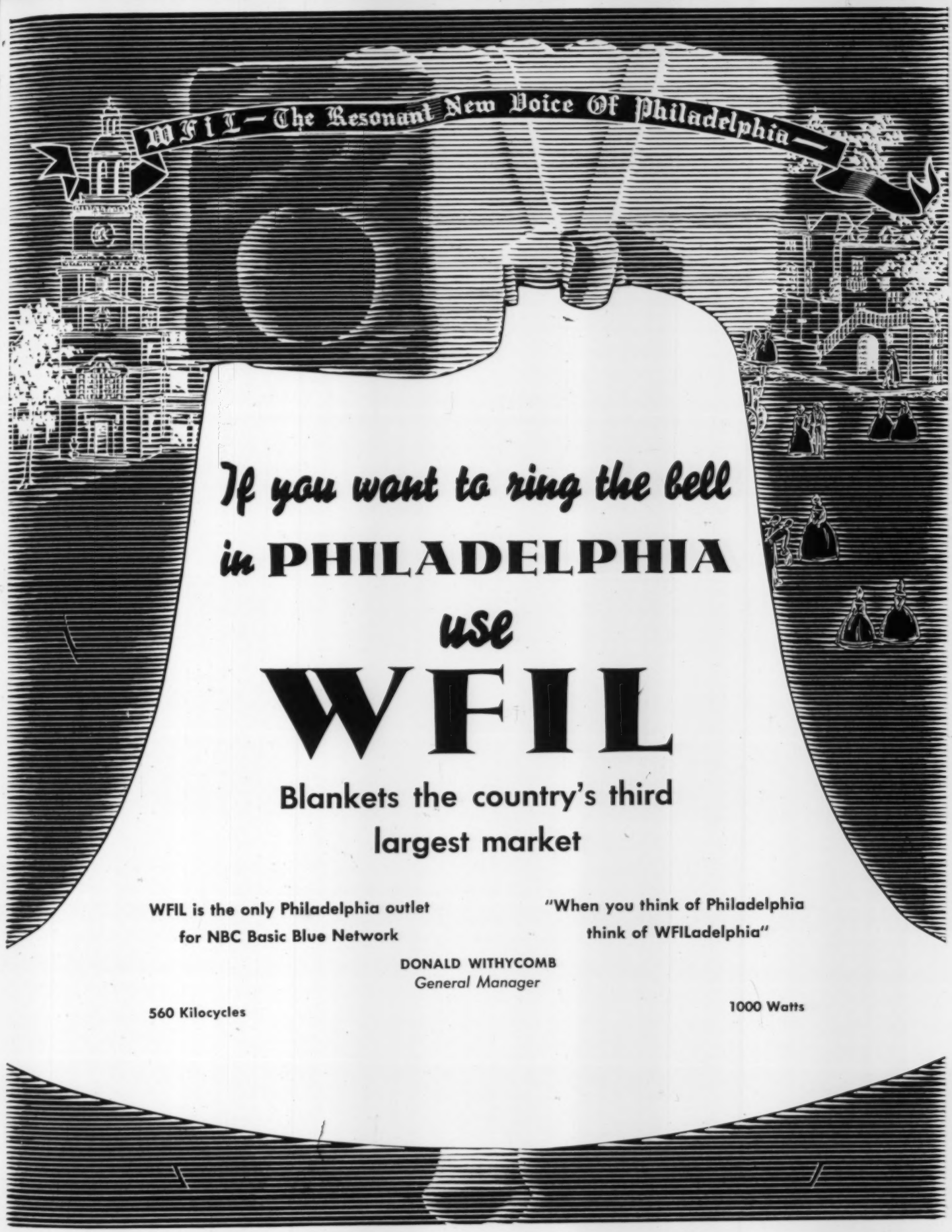
The plan for service is understood to involve rental of sets to listeners at approximately $1.50 per month, with the price depending upon the quality of the receiver. Charges will be added to the electric power bills of the consumer. Three sustaining programs of educational features, high quality music and popular music would be offered, with possibly a fourth channel for commercial programs. The listener could tune any program at will.

It is claimed a numerical count of the number of sets tuned in to each circuit is possible with the Wired Radio system. An indicating device discloses this, and another arrangement shows when a "bootleg" receiver other than that rented to the consumer is employed.

The North American Co. set up Wired Radio even before network broadcasting began in 1926. About the same time it established Associated Music Publishers to procure a supply of music for the venture and to overcome copyright complications. This organization has grown and now is licensing many European compositions. Also it is conducting a licensing drive among broadcasting stations.

A number of years ago, North American procured the wired radio patents of Maj. Gen. George O. Squier, former chief of the Army Signal Corps. Since then a great number of additional patents have been obtained. Almost every issue of the official *Patent Gazette* discloses assignments to Wired Radio.

Economic conditions, it has been maintained, caused the North American board to defer action for the last few years. This year the understanding is that wired radio either will be introduced or dropped altogether.


WFIL—The Resonant New Voice Of Philadelphia
If you want to ring the bell
in PHILADELPHIA
use
WFIL
Blankets the country's third
largest market
WFIL is the only Philadelphia outlet
for NBC Basic Blue Network
"When you think of Philadelphia
think of WFILadelphia"
DONALD WITHYCOMB
General Manager
560 Kilocycles
1000 Watts

Amateur Program By Women's Club Arouses Criticism

Good Plot But Poorly Staged, In Opinion of Observers

By PETER DIXON
Radio Author and Producer

FOR MORE than three years the Scarsdale (N. Y.) Women's Club has been the best known community women's organization in radio—all because the club had a radio committee and issued statements on the merits or lack of merit of the various radio programs for children. Reports from the Scarsdale women were read and discussed everywhere in radio and, in some instances, taken quite seriously.

On Feb. 19, the club, with the cooperation of CBS, stuck its neck out, presenting on a CBS network its conception of a radio program for children. It was written, directed and acted by persons without radio experience.

Some Skill Needed

THE PROGRAM, titled *The Westchester Cowboys*, had as its background the activities of cattle thieves in Westchester county during the Revolutionary War. It was an interesting bit of history and, I believe, could have been made into a good juvenile program had the job been done by professional radio people. As presented the program suffered from unskilled radio writing and amateurish acting.

As a suggestion of the type of material suitable for radio programs for children, *The Westchester Cowboys* was good. As an example of a radio program it lacked many things. New York papers almost ridiculed the whole affair in their accounts of it on the following day. In justice to members of the club, the program was not presented as a "model" but as an indication of the type of material considered acceptable to both parents and children.

Radio executives, discussing the program the following day, seemed to think the Scarsdale women had sacrificed much of their effectiveness when they left themselves open to comparison with professional radio efforts. Certainly the program proved that club women are not as yet competent to present acceptable juvenile programs.

To a writer of juvenile programs, *The Westchester Cowboys* might have suggested a series. The life and adventures of a boy living near New York during the American Revolution should make an exciting story and a story that could be continued for 13 or 26 weeks or longer. But the episode presented certainly would not offer serious competition to programs like *Buck Rogers*, *Bobbie Benson* or *Little Orphan Annie*.

I talked to several youngsters who heard the program. All of them agreed that it was interesting to hear what happened to a boy who lived 150 years ago but they didn't think that it sounded very "real" on the air. One boy made a very pertinent criticism. "There wasn't anything to laugh at," he said.

Father Coughlin Plans Paul Revere Program to Replace Present Series

PLANS to continue his broadcasts during the summer, instead of ending them on Easter Sunday as in the past, were announced Feb. 22 by Father Charles E. Coughlin, militant Detroit radio priest. The programs, however, will be for only half an hour instead of a full hour and will be broadcast beginning at midnight, e.s.t., with a repeat for Central and Far Western stations.

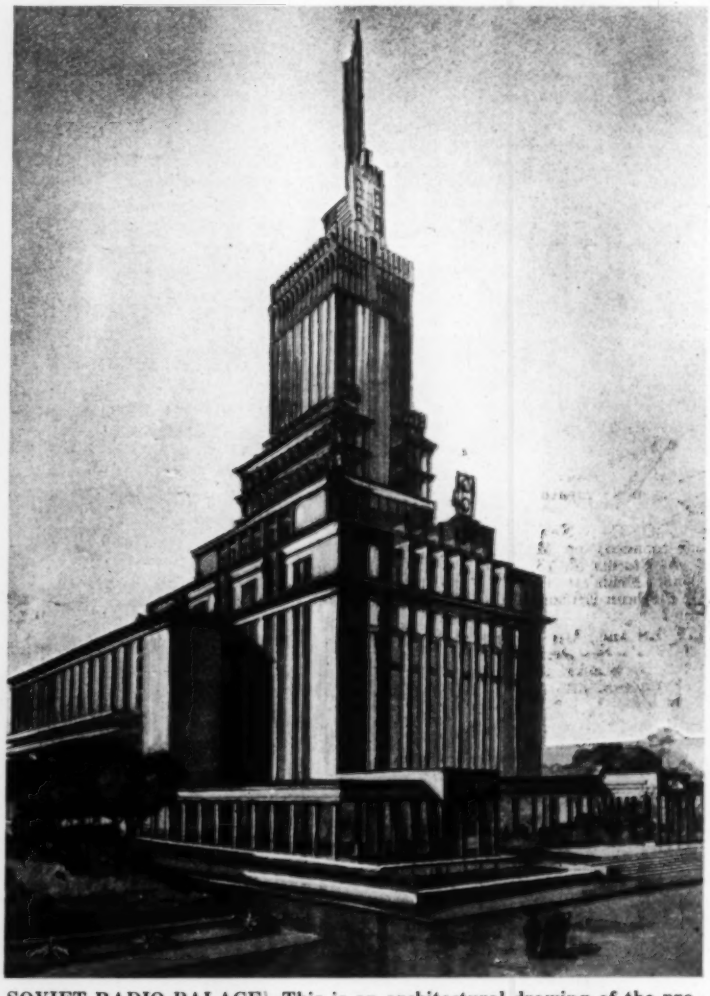
Temporarily titled a "Paul Revere" radio hour, because of the time element, the plans call for the same group of 27 stations now being used for the Sunday afternoon program, with other stations likely to be added. As in the past, Leo J. Fitzpatrick, general manager of WJR, Detroit, key outlet, in handling station contacts and arrangements.

Decision to continue the broadcasts during the summer was reached because Father Coughlin feels that his new organization, the League for Social Justice, makes it necessary to have an unbroken series of weekly broadcasts. The present series of Sunday afternoon broadcasts (4 to 5 p. m., e.s.t.) will end Easter Sunday and will be resumed by the middle of October. The use of the midnight facilities in no way will interfere with the continuation of the Sunday afternoon broadcasts for 1935-36, it was stated.

Father Coughlin announced that more than 8,000,000 people have joined his League of Social Justice, created several months ago as purely a radio membership venture. More than 200 secretaries, he said, are now employed to answer the mail, which averages 40,000 pieces daily.

KOIL Scholarship

A SCHOLARSHIP of $200 to Creighton University will be given by KOIL, Omaha, Neb., to the high school student in the station's nearby listening area who shows the most ability in radio dramatics. Four runner-ups will receive $25 cash prizes and a silver cup will go to the school represented by the scholarship winner. The station aims to promote education in radio dramatics.



SOVIET RADIO PALACE—This is an architectural drawing of the projected new Moscow headquarters of Russia's broadcasting system. The building is to be one of the most magnificent in the world devoted to radio. The structure is to be 275 feet up to the base of the 90-foot mast to be used for ultra-short wave transmissions.

Sykes Is Mentioned For Judicial Post

Rumors Name Prall Chairman And Gary a Member of FCC

PENDING legislation for temporary creation of an additional judgeship on the Court of Appeals of the District of Columbia, which sits as the radio appellate tribunal, has given rise to speculation as to additional changes in the personnel of the FCC. Chairman E. O. Sykes of the FCC is considered a logical appointee for the post, having been prominently mentioned a year ago when similar legislation was pending.

The bill (H. R. 5227) introduced by Chairman Sumners of Texas, of the House Judiciary Committee, has been reported favorably and now is pending before the House. Called up on the unanimous consent calendar Feb. 18, it was passed over due to a parliamentary objection by Rep. Blanton (D.) of Texas. It will come up again shortly. The measure provides that an additional judge be named by the President to the five-man bench, to sit as an alternate. The court would sit with only five members, named by the chief justice. Should retirement or death eliminate one of the members, the sixth jurist would become a regular member and the alternate's vacancy would not be filled.

Crowded Calendar

APPOINTMENTS to the court, which has the same status as a Federal circuit court of appeals, are for life. Several of the members now are eligible for retirement, with one failing in health. The volume of litigation coming before the court, it is felt, makes it imperative that it sit with its full complement of five.

Should Judge Sykes, former chief justice of the Supreme Court of Mississippi, be given this new post, it is generally expected that Former Rep. Anning S. Prall, of New York, a Democrat, now chairman of the FCC Broadcast Division, would succeed to the chairmanship of the full FCC. He is the newest member of the FCC having assumed office early this year, whereas the other six members have served since July, 1934, when the new agency was created.

Filling a Vacancy

WHO would be named to fill the vacancy in case Judge Sykes were named to the bench is problematical, of course. It is known, however, that Hampson Gary, Texas Democrat, who served on the FCC from last July until January, when Mr. Prall was able to qualify legally for the post, stands in high favor with the President. When Mr. Gary's resignation was accepted by President Roosevelt last December, the latter made it clear that Mr. Gary would be given another "important post", but up to this time no appointment has been announced.

Another possibility is that some prominent Western Democrat, probably from the Pacific coast, will be named.

It is generally believed Judge Sykes would not hesitate to accept the judicial appointment, if offered.

99,797 Letters Sent to KNX In December

(or 1 letter from every 21 radio sets in the West)

319,302 Letters Received In Last Six Months. Keyed Copy Results Prove KNX Low Cost Leadership in Los Angeles and 11 Western States

In judging radio station popularity and consumer listening habits, you do not have to take our word for KNX coverage. Nor telephone survey results either. Just consider the following figures on mail received . . . letters and postcards from the responsive KNX audience. Compare the totals with any other station — or even with national networks. This evidence supports our claims that KNX assures you of GREATER RESULTS FOR LESS MONEY than any western station. That is why more dollars are spent direct on KNX than any other radio station in this lucrative coast market.

December Mail Received

1	1,022	15	4,217
3	2,901	17	8,458
4	1,811	18	3,193
5	2,194	19	4,145
6	2,457	20	4,238
7	2,427	21	3,346
8	1,818	22	1,276
10	4,356	24	7,504
11	5,355	26	5,325
12	6,426	27	3,205
13	6,789	28	2,840
14	5,522	29	2,628
		31	6,344

July	30,949	October	54,505
August	30,504	November	56,033
September	47,514	December	99,797

TOTAL 319,302

(December Total Equivalent to 1 out of every 21 sets in 11 Western States)

FREE! New Booklet

Reflecting The Voice of 40,000 Consumers in KNX Market

Agencies and advertisers who have used KNX have told us and we have told others that "mail response proves KNX pulling power in eleven western states," "KNX gives coverage of the entire Pacific Coast at lowest cost," "coast coverage at the cost of a 'local' broadcast," "lowest milline radio buy," etc.

But now you don't have to take their word for it, nor ours. The voice of 40,000 consumers is concisely reflected in a booklet which is yours for the asking. It's just off the press — send today for "On The Evidence KNX Pleads Guilty".

"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts on National Cleared Channel*

Hollywood, California

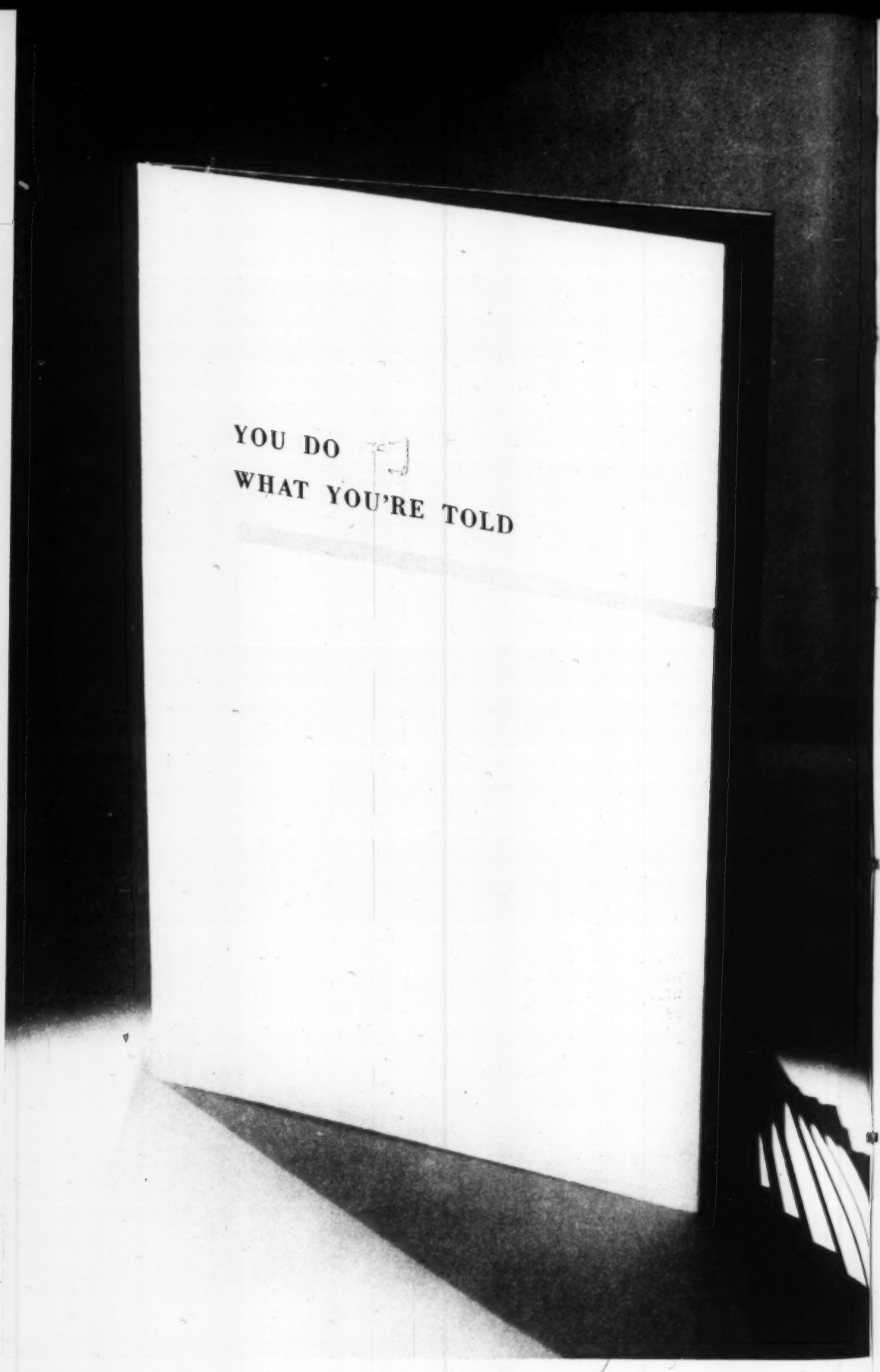
GREIG, BLAIR & SPIGHT, Inc., Representatives

SAN FRANCISCO OFFICE
Lindsey Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

DETROIT OFFICE
Geo. Bolling,
New Center Bldg.

NEW YORK OFFICE
J. Curtis Willson
342 Madison Ave.


YOU DO
WHAT YOU'RE TOLD

We give you McGillicuddy with the pick

—and a secretary (not yours) with her notebook

—and a doctor and a timekeeper and a ditch

These, and a few others, are between the covers of a very brief new Columbia booklet, "You Do What You're Told."

We haven't printed many of them... we don't think it's a story for indiscriminate distribution; it hasn't that kind of 'punch.'

It reaches for a single value in radio broadcasting, closes around it, lifts it up and holds it to the light. If you feel like taking a new tack... like turning lightly aside for a few minutes from radio's statistics, to consider something quite simple that lies behind and beneath... you will want to read this story. Either in the copy we've sent you, or one that will come upon request.

COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE, NEW YORK • 410 NORTH MICHIGAN AVENUE, CHICAGO

WOR's NEW HOUR-GLASS SIGNAL

Directional Radiator to Provide Greatest Strength in the Heavily Populated Regions

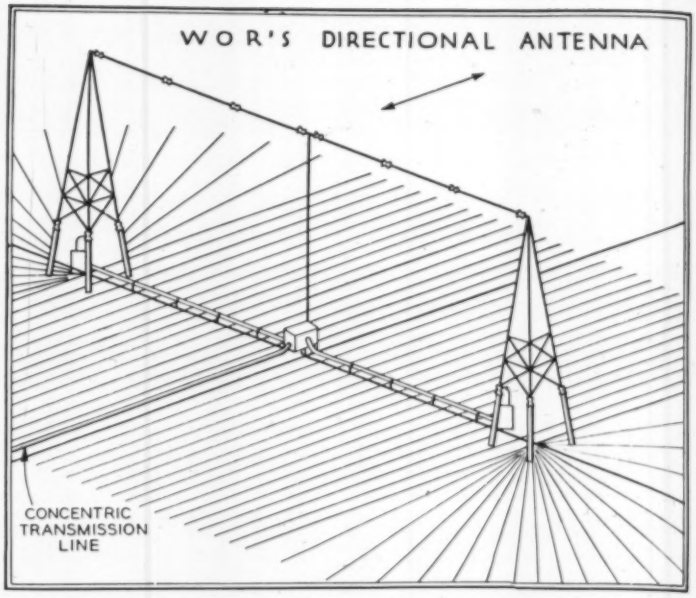
WHEN WOR's 50,000-watt transmitter at Carteret, N. J., is officially inaugurated March 4, it will bring into operation an antenna system designed to give coverage. In the shape of an hour-glass, the bulbous parts embrace the metropolitan areas of New York and Philadelphia, while the Atlantic Ocean and the sparsely populated mountains of Pennsylvania lie close to the "waist". The station will officially go on the air regularly with its new power when President Roosevelt presses a button in Washington telegraphing the starting signal.

The effect has been obtained through an extra vertical radiator, in addition to two towers. These resemble the masts used to suspend horizontal antennas in old-type transmitters, but instead of being used for this purpose, they are themselves the radiators. Slung between them is a wire, from the center of which the third radiator is suspended. The arrangement can be clearly seen in the accompanying illustration.

Since the directions in which it is desired to lay down the strongest signal are those of Philadelphia and New York, the line between the antenna towers is at right angles to a line joining these two cities. The broadside discharge from the two towers is stated by the Western Electric Co. to be equal to that obtained from a 120,000 watt transmitter. While the normal discharge lengthwise from this system would be considerably less than 50,000 watts, the decrease is made even more marked by the installation of the third vertical radiator. This cuts down the lengthwise signal to that of a 6,000 watt uniform radiation. This signal serves the New Jersey communities close to Carteret, in the suburban and rural counties of Middlesex, Morris, Monmouth, Mercer, Warren. Tests have shown that this signal is ample to meet conditions in those counties, where the noise level from "artificial static" is negligible.

Technically, the effect is the result of spacing the three antennas so that the waves they emit broadside are "in step". That is, the crests and troughs match precisely and reinforce each other. The waves emitted lengthwise by two of the antennas, however, are out of step. They tend to neutralize each other in this direction, and also tend to reinforce the power sent out broadside.

In choosing the transmitter site —a task on which Jack Poppele, chief engineer, was engaged for more than a year—a further factor had to be taken into consideration. Allowance being made for WOR's assigned frequency of 710 kcs., a site 30 miles to the north would have caused the sky-wave and ground-wave to meet just north of Philadelphia, thereby putting that city in the area of poorest service. With the location at Carteret, the line of conflict between sky and ground waves lies south of Philadelphia. In Washington and Baltimore, sky-waves will predominate.



An unusual feature in the design of the actual transmitting system is the line from the control house to the radiators. This is composed of two concentric copper tubes, and runs 600 feet at a distance of five feet below the surface of the ground. Not a single wire leaves the transmission house above ground.

The 35 acres occupied by the transmitter are on swampy ground, and part of the site is under water at high tide. The ground system contains 40 miles of No. 8 wire, part of it running at right angles to the line between the towers, and the remainder radiating under them.

The building itself has no ordinary heating plant, but is kept at a proper temperature principally by the energy dissipated by the power tubes. This is equivalent to 110 kw., and down to temperatures of 10 above, the building requires only from 35 to 70 kw. to keep it at 70 degrees. The distilled water circulated through the tubes is led into the building's air conditioning plant where it heats the air and at the same time is partly cooled itself. Should the tube heat be inadequate, two emergency heaters would automatically be brought into operation by a thermostat.

The hot air that has become "spent" in passing through the system is not dumped out into the open, as is the case with most ventilating systems. Instead, it is turned into the built-in garage, and during recent severe cold spells, with the outside temperature down below zero, kept the garage at 40 above.

The entire building has been designed to accommodate visitors with a minimum of inconvenience. A studio has been built so special programs can originate there, and space has been set aside for a short-wave transmitter.

An aircraft radio beacon will be operated to warn aircraft of their proximity to the towers, which are 385 feet high and 790 feet apart.

The station plans a big day of special programs March 4, with prominent persons participating. The evening program will come from Carnegie Hall, New York, from 8 to 11 and a variety program will continue until 2 a. m.

Inaugural programs to introduce the new transmitter officially to the listening public will begin at 12:30 p. m. March 4, with a half-hour feature originating at the transmitter, "Of, By and For" the people of Carteret and vicinity. During the afternoon special features will be heard from the store of L. Bamberger and Co., Newark, including addresses from the auditorium by Gov. Harold G. Hoffman and Mayor Meyer C. Ellenstein. History that has been made during the 13 years of WOR's service will be dramatized in the form of news flashes of outstanding events.

From 8 to 11 p. m., there will be a variety show from Carnegie Hall, New York in which outstanding personalities in public life, the theatre, movies and radio will be presented. From then until 12:30 a. m. dance music will be brought in from cities in the enlarged service area, and until 2 a. m. a floor show from the ballroom of the Hotel Plaza will be broadcast.

Civic Programs Sponsored

MUNICIPAL Light and Power Defense League, of Los Angeles, is sponsoring a series of four broadcasts starting March 27 over KHJ, Los Angeles, during which the League will present its views on city subjects. The Security of Schools Foundation, another Los Angeles civic group, will sponsor six programs starting March 15. As in the Municipal League series, the political talks will be supported by incidental piano music. The League account is handled by Ray Davidson, Los Angeles agency, and the School series by Campbell-Kellogg, Inc. A series of health talks started Feb. 21 on KHJ, with the Milk Dealer's Association as sponsor, handled by Martin Allen agency.

KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS

Leads All Local Stations
In Most Popular Network Programs

The New York World-Telegram recently questioned 260 foremost newspaper radio editors to determine the most popular network programs. Among the first 20 selected KSD led all St. Louis Stations in number. The division of those on St. Louis stations was as follows:

KSD . . . 9
KWK . . . 5
KMOX . . 5

RED NETWORK OUTLET FOR NATIONAL BROADCASTING CO.

Station KSD—The St. Louis Post-Dispatch
POST DISPATCH BUILDING, ST LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

a glimpse into the ALL-INCLUSIVE CHARACTER

OF THE 1935 YEARBOOK (240 PAGES)

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THE 1935 YEARBOOK AVAILABLE TO ALL SUBSCRIBERS

(Without Extra Cost)

BROADCASTING
Broadcast Advertising

870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1935 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR Subscriptions YEARBOOK INCLUDED.

Canadian and Foreign Subscriptions $4.00 per year

Name.....

Address.....

City.....

State.....

Firm Name.....

Your Position.....

New Disc Library Begun in Hollywood

ENTRY of Standard Radio Advertising Co., Hollywood, into the transcription "library" field, furnishing one hour daily of musical recordings to stations for local sustaining or sponsor service, was announced Feb. 23 by Seth Ely, president. The service will be available to one outlet in each city, with the discs ready for first broadcasts April 1.

Standard Radio Advertising thus enters into competition with the World Broadcasting System's daily program service to supply transcription programs "comparing favorably with the finest entertainment on the air," according to its announcement. The Program Library, as it will be called, consists of diversified musical shows with full continuities adapted to the particular needs of the individual subscribers. It will consist of several hundred individually recorded selections.

"Advertising agency men," stated Mr. Ely, "have indicated their enthusiastic support of the library plan as it offers them the advantage of being able to present to clients a coherent, cohesive program plan of outstanding merit which can be spotted at will."

Arthur E. McDonald, formerly with the Don Lee Broadcasting System, will become manager of the service March 1. Kasper-Gordon in Boston, Conquest Alliance in New York and Universal Radio Productions in Chicago have been appointed representatives in their respective territories.

RADIO FROM THE FILM COLONY

Program Production Triples in the Last Six Months; Aylesworth Sees Hollywood Television Center

By DR. RALPH L. POWER

PRODUCTION from Hollywood broadcasting studios has more than tripled in the past six months, with NBC soon to erect a new building with more facilities for offices, studios and audiences. While some of the new accounts have been the result of normal new business, many of them have resulted from the desire to build programs with a film locale.

The romance and glamor of Hollywood, of course, has been a big factor. At one time a big-name sponsor attempted to produce from San Francisco with picture names for the chief attraction. The talent planed north each week, but there were difficulties. Rehearsals were too hurried, some of the stars refused to go via plane, and storm periods often disrupted service at critical times. Then the sponsors transferred to Hollywood and Los Angeles for their production center.

Many Big Programs

NBC STUDIOS in Hollywood have put all the star talent on the air within recent months with perhaps only four exceptions — Greta Garbo, Mae West, Norma Shearer and Shirley Temple.

Outstanding transcontinentals of the past year or so originating at the Hollywood NBC studios include Chase and Sanborn, Non Spi, Marx Bros., "Shell Show", Lanny Ross, Ben Bernie, Log Cabin Syrup, Standard Symphony (Coast only), Phil Baker, Jack Benny, Mary Pickford, Langendorf (West only), Watanabe and Archie, M-J-B (Coast), Rudy Vallee, Will Rogers, Motion Picture Producers and Distributors programs, "Hall of Fame" and some 25 specials from the Ambassador and Biltmore hotels.

The chain's activities in the film capital center around their own building and facilities which include a small visitors' room, studio, offices, announcing, program and technical staff.

Broadcasts by CBS

USE OF HOLLYWOOD facilities by CBS has centered in the metropolitan area of Los Angeles at the KHJ studios and within half an hour's ride of the film center. While the NBC programs from moviedom are practically all sponsored ones, the CBS programs include several unsponsored ones.

In sustaining programs, CBS has California Melodies once a week, and the Country Church of Hollywood goes eastward weekly, as well as the daily broadcast to the coast network.

Don Lee Programs

THE CBS-DON LEE System uses "Colonial Miniatures" and the "Merrymakers" weekly from Los Angeles and takes the "Country Church of Hollywood" daily as a sustainer and Rabbi Edgar F. Magnin, University of Southern California and Life of Benjamin Franklin once a week.

The Don Lee Broadcasting System programs from Los Angeles include "Calling All Cars", "Barnyard Serenade", "Hi-Jinks" and "Treasures of Times", as sponsored programs, with the "All Year Club" and the University of California programs as sustainers.

Thus two separate and distinct network organization plans have been developed in Southern California. NBC prefers to use its own studios and separate organization to originate programs for eastern consumption. Their studios in San Francisco, of course, originate for the Coast unit.

On the other hand, CBS has found it more feasible to use the existing KHJ studios as the focal point for their production since the station is the key station for programs eastward via CBS, as well as the California and the Coast network.

Each plan has apparently worked out well, since NBC will soon build new Southern California studios, and CBS will continue its headquarters at KHJ with increased facilities available.

IN THE construction of its new Hollywood studios, to get under way within the next few months, NBC is planning with an eye to television, according to M. H. Aylesworth, president of the network, who is now on the Pacific coast. He stated that when television is perfected or approaches that point, Hollywood will have one of the nation's first visual transmitters, operated in conjunction with the studios now being planned.

"Television," Mr. Aylesworth said, "will be forced out of the laboratories when the public demands it. And it will become a hundred million dollar business. When that time comes, NBC will be the first to offer it."

Mr. Aylesworth, who is also president of Radio Pictures and chairman of the board of RKO, declared that Hollywood and its film concerns will be importantly identified with the transmission of television. He scoffed at the theory that radio has hurt the film industry, but stated that instead it has developed many new stars.

Equity Eyes Radio

APPOINTMENT of a radio committee of Actors Equity Association to foster the unionization of artists and performers in the radio field, with the object of procuring standardized hours and wages, was disclosed at Equity headquarters in New York Feb. 25. This matter has been one of the issues pending before NRA in connection with the broadcasting industry code, but no conclusion ever has been reached. Unofficially, it was indicated that efforts to organize at first would be made through advertising agencies building their own programs. The original Equity proposition, submitted last year, provided for minimum sponsored and sustaining program fees, rehearsal fees, audition fees, as well as minimum fees for those participating in crowd scenes and the like.

Cormier Joins WIP

ALBERT A. CORMIER, former commercial manager of WOR and later vice president of American Broadcasting System in charge of sales, has joined WIP, Philadelphia, as commercial manager. He replaces Franklin Lamb, who has resigned to engage in business in the Middlewest. Mr. Cormier has a home in Atlantic City, and sought a connection closer to that city.

Stewart Joins WFIL

JACK STEWART, until recently manager of WCAE, Pittsburgh, and prior to that general manager of WCAO and WFBR, Baltimore, has joined WFIL, Philadelphia, to take charge of national sales and sales promotion, according to an announcement by Donald Withycomb, general manager. He has been in radio since 1921.

A NEW 100-watt daytime station on 1210 kc. was authorized Feb. 26 by the FCC, the construction permit being issued to the *Ardmore* (Okla.) *Ardmoreite*, a daily newspaper.

WISC are the call letters assigned the new 100-watt station authorized in Milwaukee to the Milwaukee Broadcasting Co.

KJR
5,000 WATTS
CLEAR CHANNEL
N. B. C.
NETWORK
SEATTLE
WASHINGTON

A dependable station —one that dominates its market and consistently produces.

Since 1922 KJR has been a leader — an example for the others to follow.

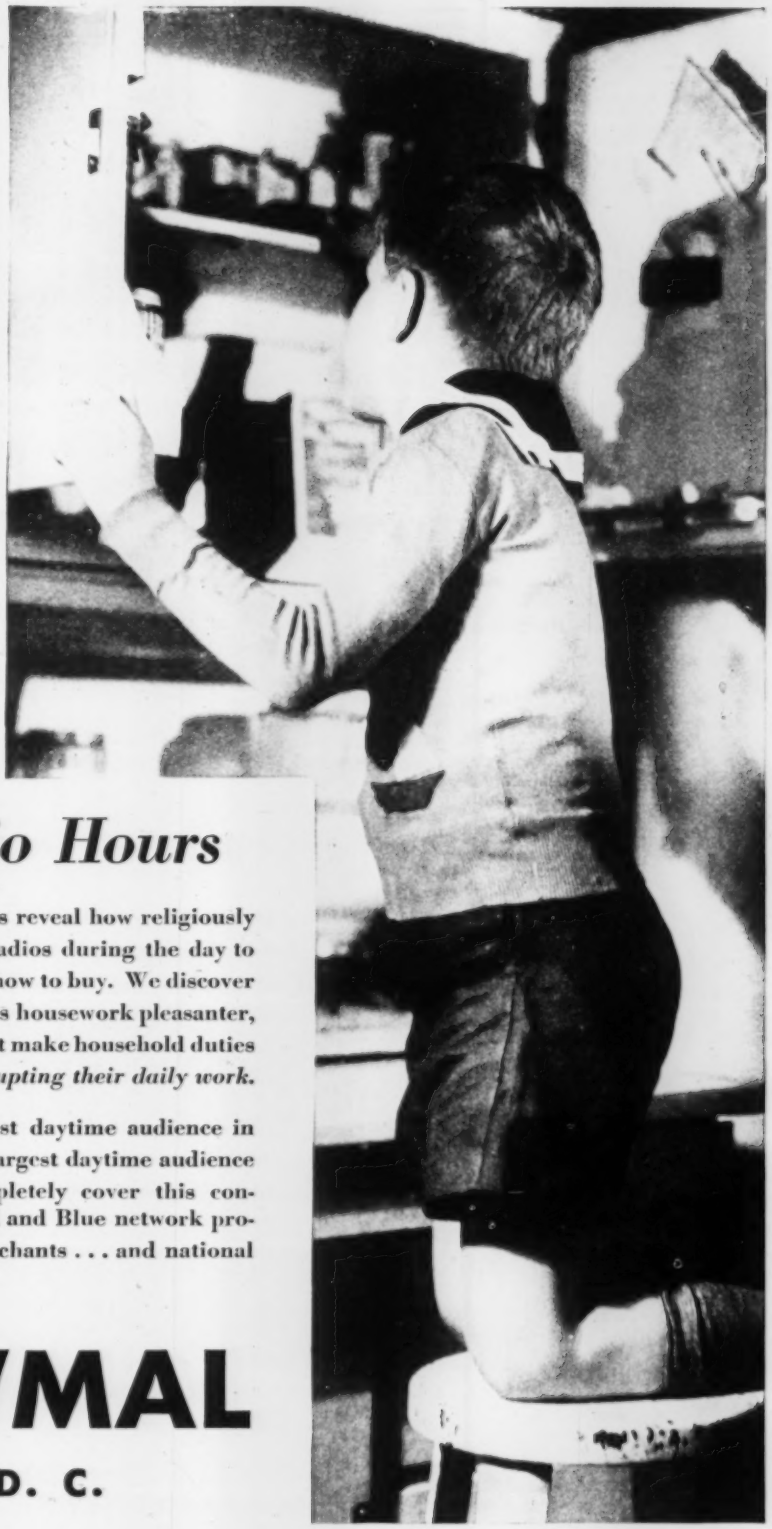
Guaranteed time.

Highest power in Washington.

Fisher's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

Well Filled *Cupboards* for Hungry Lads



Thanks to Mother . . .

and Daytime Radio Hours

Experience stories of daytime radio advertisers reveal how religiously housewives and mothers depend upon their radios during the day to remind them of when to buy, what to buy, and how to buy. We discover that radio brings them entertainment that makes housework pleasanter, and home-making and shopping suggestions that make household duties easier and more economical . . . *without interrupting their daily work.*

Use NBC network stations to reach the largest daytime audience in the country. Use WRC or WMAL to reach the largest daytime audience in Washington. Of sufficient power to completely cover this concentrated area, and offering famous NBC Red and Blue network programs, they are the choice of Washington merchants . . . and national spot advertisers.

WRC and WMAL

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

WELCOM

To Honra

We are

ME WHIO

•

Honorable James M. Cox and James M. Cox, Jr.

my personal best wishes.

•

We are most happy to have you with us

in the field of broadcasting.

L. B. Wilson

Lang Produces Film

FREEMAN LANG, Hollywood transcription producer, the last week in January was unanimously elected president of the California Studios, Hollywood film producing organization. He succeeded the late Wesley Dougherty, who was president of the film company and general manager of the Freeman Lang Sound Studios. Mr. Lang will continue his transcription business. The California Studios, two days before the death of Mr. Dougherty, had completed a feature length talkie called *Hong Kong Nights* in which Mr. Lang used his power cruiser for some of the closeup shots, and also took the part of a sea captain in the film.

WWNC

Operated By The Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

Peak Business

—for Asheville and Western North Carolina comes in spring and summer—just the time most markets are dull. WWNC alone blankets this prosperous area!

Full time NBC Affiliate
1,000 Watts 570 Kilocycles

Radio & Film Methods Corp., Recording Firm, Is Started in New York

RADIO and Film Methods Corp. has been established at 101 Park Ave., New York, as a manufacturer of transcriptions for radio stations. Chairman of the board will be Frank L. Dyer, for many years research associate of the late Thomas A. Edison. Other directors are Count Gosta Morner and A. R. Steinberg, former head of the Foreign Language Division of the NRA. Mr. Steinberg is president. Jack Holloway, president of the Standard Instruments Corp., is vice president in charge of sales, and W. W. Black, formerly head of United Radio Artists, heads the sales force.

Two modern studios have been fitted up at 101 Park Avenue. The company is sole licensee for Morner Multigroove Recording, which is based on Dyer patents, and this "Hill and Dale" method will be introduced shortly. At present standard lateral recording is employed. The Multigroove makes it possible to put 30-minutes entertainment on one side of a 16-inch disc, so an hour's show can be recorded on one double-faced disc. The Morner system has not previously been used in radio.

For the present it is not proposed to enter the field of program production, but if this step should be taken it probably would be in connection with foreign-language programs with which Mr. Steinberg has had extensive experience. A series in ten foreign languages is being auditioned for a sponsor.

Van Nostrand Says Charges Are False

Denies Llewellyn's Claim That He Had Accepted Gratuities

DENIAL of charges made before the Senate Interstate Commerce Committee by George Llewellyn, recently reinstated in the FCC field service, was made Feb. 19 by W. Van Nostrand, former radio supervisor of the Atlanta office of the former Radio Commission, in a letter to BROADCASTING.

Writing what the "erroneous statements" and "slanderous quotations" made it imperative that he take cognizance of them, Maj. Van Nostrand declared "there is not one iota of truth" in them.

"According to the columns of your magazine," he stated, "Llewellyn testified before the Senate Interstate Commerce Committee that a sum of money had been paid in an alleged frequency shift between broadcasting stations WJTL, Oglethorpe University, Ga., and WFDV, Rome, Ga., and that, in this transaction, I received the sum of $1,500. I could not say, of my own knowledge, that any such transaction ever took place between these two stations; that I had anything whatsoever to do with any such alleged transaction or that I ever received a single penny or any other valuable consideration in connection with this alleged transaction, is a lie.

Alleges Perjury

"I TELEGRAPHED the Communications Commission on Feb. 7, 1935, as follows:

"'Reference Llewellyn hearing Stop If press reports true he testified before Senate Interstate Commerce Committee I received any sum whatsoever in an alleged transaction involving a frequency shift between Rome and Oglethorpe I stand ready to prove he committed perjury Stop Believe your body will desire to consider this matter before rendering decision.'"

Maj. Van Nostrand pointed out that during the major portion of his 18 years of service with the old Radio Division of the Department of Commerce, he was supervisor in charge of the district embracing six southeastern states. "During this long time, when broadcasters in this area were building their structures, they received every cooperation within my power to render them and the helping hand which any growing industry might well expect from its own government," he stated.

"The vast majority of broadcasters in this area know that, during all these years, I carried out the duties of my office without fear or favor, honestly and efficiently. Not a single broadcaster could honestly state that they ever had to pay or ever did pay me any money or other valuable consideration for cooperation which frequently exceeded the requirements of the position. Unfortunately for anyone who questions the fact that I have always been held in the highest regard by broadcasters throughout this area, as an honest and efficient administrator of the radio laws, a great many of the outstanding broadcasters of this area have expressed their high opinion of me, *in writing*, in no uncertain terms.

"I resigned from the service of the Federal Radio Commission entirely of my own volition and my resignation was accepted without prejudice. The reference to my 'dismissal' from the service in the columns of your last edition of BROADCASTING is, therefore, erroneous.

"I resigned from the service because I was dissatisfied with the arbitrary action of the Federal Radio Commission; because simultaneously, the Federal Radio Commission had broken up the previous field organization of the Radio Division of the Department of Commerce and I did not wish to revert to the status of an automaton; and because I felt that I could best continue to be of service to broadcasters in this area outside the government service. Since that time, I have never once given a thought to reentering the government service and I most certainly entertain no such thought at the present time."

Llewellyn Is Reinstated By FCC to Former Post

REINSTATEMENT of George Llewellyn, former radio inspector attached to the Atlanta office of the old Radio Commissioner, was ordered by the FCC in a resolution made public Feb. 18 on the ground that the charges preferred against him by his superiors did not justify his dismissal. He had been charged with insubordination, removal of official records and "trouble-making", and his case was one of the central issues investigated by the Senate Interstate Commerce Committee last month in considering confirmation of the members of the FCC.

Llewellyn had been dismissed on Dec. 2, 1932, upon charges preferred by L. C. Herndon, now inspector in charge of the Seattle field office, but at the time acting chief of the Atlanta office. The resolution was adopted by the FCC at a special meeting. It concluded that the former inspector, whose salary was about $3,200, "should be reinstated to his former position at the grade and salary which he had at the time of removal".

NEW local stations in Pecos, Tex., and Hutchinson, Kans., were authorized Feb. 19 by the FCC. The former, licensed to Jack W. Hawkins and Barney N. Hubbs, is assigned to 1420 kc., 100 watts, unlimited, while the Kansas station is licensed to W. B. Greenwald, on the same channel and with the same terms.

CKLW PRESENTS

THE MOST BRILLIANT ARRAY OF STARS ON THE AIR...

CKLW THEREFORE OFFERS THE MOST RESPONSIVE AUDIENCE YOUR MONEY CAN BUY

It is no wonder that CKLW's time is so very productive for its advertisers—an interested audience at all hours. Investigate the array of stars that appear daily on CKLW, over the Columbia Network, and you'll know why CKLW audiences are willing and ready listeners.

CKLW, Member Columbia Basic Network. 5000 watts (1030 kc.)

Windsor Offices: Guaranty Trust Building

Detroit Offices: Union Guardian Building

not how BIG but how GOOD

WSYR

FASTEST GROWING IN SYRACUSE

Reallocation of Waves As Requested by WLWL Designated for Hearing

A CASE involving the largest proposed wave length shift since the famous 1928 reallocation, will come before the Broadcast Division of the FCC on April 10 when hearings will open on the proposal of WLWL, New York, operated by the Paulist Fathers, to procure a full-time assignment in lieu of its present time-sharing allotment amounting to about two days a week.

Protests against the proposed shift, which would involve nine stations and five clear channels (breaking down two) led to the action of the FCC on Feb. 19 designating the applications for hearing. Protests were filed by WWL, New Orleans, operated by Loyola University; WFFA, Dallas, and WJJD, Chicago, with an implied objection from WNYC, New York, operated by the municipality through Mayor LaGuardia.

Stations notified of the hearing and expected to participate include, besides those mentioned, KSL, Salt Lake City; WOV, New York; WCCO, Minneapolis; WPG, Atlantic City, and WESG, Elmira, N. Y., all of which would be definitely involved if the projected shift were approved. (For details see Feb. 1 issue.)

CBS has acquired its third Broadway theater for audience shows with the leasing of the Little Theater, 244 W. 42nd St., New York, now being converted for radio use.

Joins Representative

GENE FURGASON, formerly associated with Texas stations, has joined Greig, Blair & Spight Inc., station representatives, and will devote his time exclusively to sale of the Southwest Broadcasting System and its affiliated stations, according to an announcement Feb. 18 by John P. Blair, president of the organization. He will be attached to the Chicago office. Mr. Furgason has been associated with KTSA, San Antonio, KNOW, Austin, and KPRC, Houston.

Alert Operator Checks WMCA Transmitter Fire

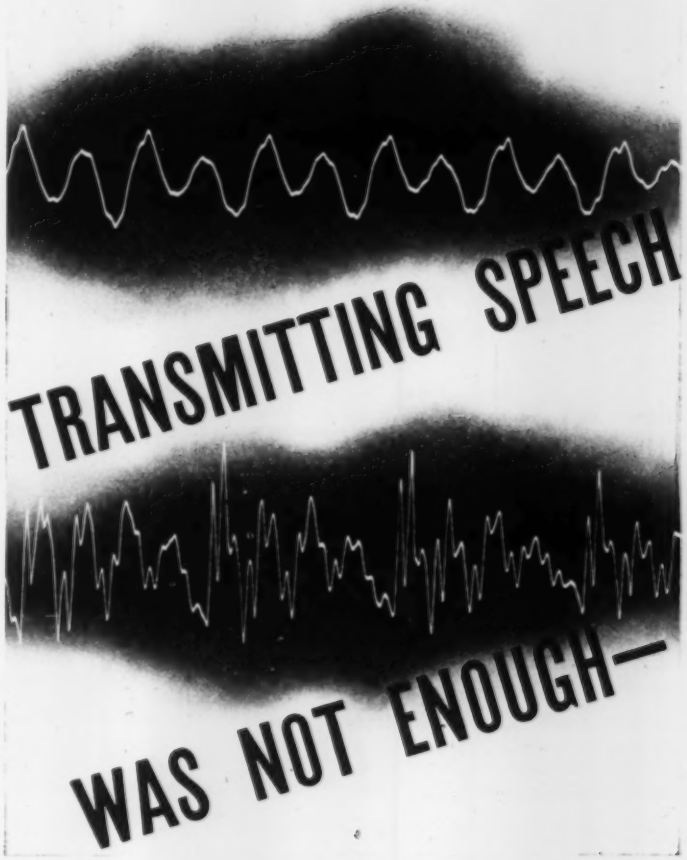
QUICK ACTION on the part of Kenneth Bridgham, operator at the Flushing, L. I., transmitter of WMCA, New York, recently saved the transmitter building from a brush fire. He fought the blaze with a hand extinguisher until firemen came to his assistance. Donald Flamm, who recently resumed operation of WMCA, has announced completion of the staff of the Knickerbocker Broadcasting Co. Inc. It includes William Wiesman, vice president and counsel; Bertram Lebhard, Jr., sales director; Sidney J. Flamm, assistant to President Donald Flamm; Lewis Reid, program director; Fred Dyson, business manager; Angelo Palange, sports and night clubs; Philip Barrison, dramatic director; Harry Pascoe, continuity director; A. L. Alexander, chief announcer; Elizabeth P. Glenn, publicity director; George Houston, studio director, and Frank Marx, chief engineer.

WHAT ABOUT *the* DAYLIGHT HOURS?

IF you are looking for a profitable spot for your program, study the daytime schedule of WHAS. By using a day schedule on this station you can reduce your time cost one-half and your message will reach a wide audience of urban and rural listeners who prefer WHAS day and night because it brings them the cream of Columbia Chain programs and because its 50,000 watts and nationally cleared channel of 820 kilocycles assure them of consistently good reception.

WHAS *Owned and Operated by* THE COURIER-JOURNAL THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



When WEAF and WNAC joined in the first experimental hook-up in 1923, an uncritical public equipped with crystal detectors and headsets was well satisfied. But Bell System engineers recognized that telephone transmission between stations must be vastly improved to assure the future of radio broadcasting.

An ordinary telephone circuit carried ordinary speech clearly and intelligibly. But music and drama demanded much more faithful reproduction and a much wider range of frequencies. Subtle shadings and overtones, variations in volume, and distortion due to the different speeds at which different tones travel all complicated the problem.

Gradually, special radio circuits were developed, special equipment designed, and special personnel trained to achieve today's high degree of fidelity in program transmission. For the future, the Bell System will go on working with the radio industry to keep always ahead of the public's increasingly critical taste.

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Copyright Again

COPYRIGHT suddenly has become a burning issue again on Capitol Hill. Without any warning, a measure providing for American entry into the International Copyright Union was slipped before the Senate Foreign Relations Committee, bearing administration endorsement. It was the opportunity long awaited by radio, hotel, motion picture and other industries which have been so much putty in the hands of ASCAP under the copyright law which has remained unrevised since 1909.

Fortunately for these industries their trade groups, notably the NAB, got wind of the measure as it went to committee, apparently all set for favorable action. Telegraphic and other objections resulted in postponement of action. Conferences to hear these objectors were ordered by the committee before the State Department, as reported elsewhere in this issue. Recommendations were made for amendment of the bill — recommendations which ASCAP and its redoubtable general manager, E. C. Mills, opposed.

Soon a new draft of this measure will go to the committee, presumably still bearing administration endorsement, for the administration wants the United States in the international union. If the NAB recommendations, so forcibly presented by Managing Director Philip G. Loucks, flanked by the other groups, are adopted, much of the trouble with ASCAP should be over. There will be bitter pills to swallow under the revised act, but if elimination of the present minimum statutory damage for infringement of $250 per number—the ax that ASCAP has so ruthlessly wielded these many years—is approved, it will more than compensate for them.

The Witten Lesson

IN THIS ARTICLE we publish a highly interesting, frank and instructive article by Louis A. Witten, radio director of Hanff-Metzger Inc., surveying radio advertising. He tells of the job it can do and is doing for advertisers, including his own celebrated program featuring Ed Wynn. After ten years in radio and nearly seven years as director of radio for one of the largest agencies, Mr. Witten has reached this significant conclusion:

"Every manufacturer whose product is used by the great mass—food-stuffs, gasoline, clothing—can use radio effectively and should include it if his campaign is to be well rounded and complete."

While we agree with most of Mr. Witten's conclusions in his article, we feel that in this regard he rather understates radio's value. He recites that the only class of advertiser who should not use the radio is the fellow in the Rolls Royce category. Cadillac is now on the air, apparently getting results with a class of merchandise directly comparable to Rolls Royce. So are several others in the high-cost item groups, such as Armco and Packard.

Mr. Witten brings out that the reason manufacturers of mass consumption items should be on the air is because about 30% of the radio sets are owned in towns of less than 2,500. "The penetration of magazine and newspapers into this sized community is noticeably lower," he declares.

From Mr. Witten's article can be gleaned many pointers on building programs that will sell. Running through the entire story is the theme that the radio fits into every character of advertising campaign, provided it is used judiciously. While there will be many experienced in radio who will disagree with some of Mr. Witten's forthright statements, every advertiser, agency and station will find much of merit in the analysis as a whole—and many ideas.

Plunder Planners

WILL rackets in radio never cease? One by one, new plans to plunder radio broadcasting come to light despite the widespread knowledge that the industry is probably the most regulated and most taxed extant. Fees are being paid to a variety of collectors, led by ASCAP; Federal taxes have been increased; states are demanding their pound of flesh in discriminatory levies, and a variety of small-timers are snapping at the radio cash-box for whatever they can mulct from this industry which apparently is on all sucker lists as an easy mark.

Latest to attempt to "muscle in" is an organization calling itself the "American Society of Recording Artists Inc.", headed by Gene Austin, Tin Pan Alleyite, who obviously has taken his cue from ASCAP. In a circular letter seeking to rally the Rudy Vallees, Casa Lomas, and other recording artists to the cause, Austin declares they are losing "millions of dollars" because of the indiscriminate and unlicensed use of their records for broadcasting. The report is that he hopes to set up a system of license fees for stations and radio advertisers to gross his group about $5,000,000 a year! This figure, incidentally, is just about double what ASCAP gets.

In the first place, Mr. Austin should look into the law books. He will fail to find any legal ground upon which to base a license fee system. Without the legal authority, his efforts might border upon extortion. Secondly, Austin and his fellow disc-makers should take inventory. They will find that radio often has put them in the position where they could become recording artists. Moreover, much of the demand for their recordings, they will discover, can be traced to "plugging" of their renditions over the air.

Could it be that Mr. Austin and his cohorts want those recording artists to kill the famous old goose who laid golden eggs?

The RADIO BOOK SHELF

REJECTING the idea of supporting television programs by advertising revenues, the British television committee headed by Lord Selsdon, in its report discussed in the Feb. 15 issue of BROADCASTING, recommends that Britain's projected new television system derive its revenues from the 10 shilling license fees now collected from British listeners. Copies of the report, adopted by Parliament, which recommended the establishment this year of two ultra-short wave visual stations in London, one using the Baird and the other the Marconi system, have reached this country. They may be obtained from His Majesty's Stationery Office, London, for 6 shillings.

RADIO has revolutionized the status of music in this country, says Peter W. Dykema, professor of music education at Teachers College, Columbia University, in a brochure *Music as Presented by the Radio*, published (free) by the Radio Institute of the Audible Arts, 80 Broadway, New York, founded by Philco Radio & Television Corp., Philadelphia.

The booklet is the first in a series of four dealing with various aspects of music on the air. Other papers are to be presented from time to time with the aim of stimulating a wider appreciation of good radio programs.

SOMETHING "far off the usual promotion trails" is an 8-page brochure *You Do What You're Told*, just distributed to a limited circulation by CBS. Pointing out that "it is a deep, abiding rule of human action to 'do what we're told'," the CBS promotion piece cites a list of common "voices of authority" and neatly ties them in with the "supple power" of radio "to move people and mold them, to enlist them and command them."

EXTENSION bulletins are being published semi-monthly by the University of Iowa to carry program schedules and other data about its station, WSUI, Iowa City. The bulletin of Jan. 15 outlines and schedules its *Speech Clinic of the Air*.

We Pay Our Respects To—

JAMES LAMB FREE

FIVE YEARS ago this month a young man sat in an audition room on Chicago's Michigan Boulevard listening nervously to what he thought was a good radio program. He had every reason to be nervous. Six weeks before he had left a good job with an established publication to try his hand at selling time on the air, because of his belief that radio was the greatest medium for mass advertising. This was his first audition. Beside him sat his first live prospect, the man for whom the audition was being held, the man whose product the program was designed to sell, the man who did not seem particularly impressed as he sat there stolidly puffing on his fat cigar.

Feverishly the neophyte radio salesman checked over his argument; the program was ideally suited to the mass audience the advertiser wanted to reach—a dramatic version of a short story by an author whose name was continually blazoned on the covers of the popular magazines; the cast was good, and well-rehearsed; the author himself spoke the introduction, giving the program name publicity value; the commercials were strong, but so well tied up with the entertainment as not to be in the least offensive; yes, it was a good buy from every angle.

The last note of the musical climax died away. The sponsor-to-be took the cigar from his lips. "Well, I'll tell you. It's a nice little show, but I won't listen to talk on the radio. When the radio starts to talk I shut it off. Now, what I like is some good peppy music, something with a swing to it, like . . . "

"My first client, and my worst," says Jim Free. "I can laugh about it now, but it was tragic then. There I was, fresh from the publishing business where advertising was planned to make people buy things, and not to entertain the advertiser. This was my first intimation that radio was different, and it probably was the biggest shock of my life."

Then and there young Free decided that if he was going to succeed in radio, he must find a way to discount the client's prejudices in advance, to make him realize that what he personally likes and dislikes on the air has nothing to do with the case. And the best way to do that, Free has found, is to tell the prospect bluntly before an audition that it isn't designed for him but for his product, and that whether he ever listens to the program after it is on the air doesn't mean a thing as long as his customers listen.

James Lamb Free was born April 29, 1903, in Barberton, O., near Cleveland. Graduated by the University School of Cleveland, he attended the Wharton School of Finance and Commerce of the University of Pennsylvania and got his start in advertising during vacations, writing sales letters for the real estate bond house, G. W. Stone Co. of Cleveland.

In 1924 Free came to Chicago and landed a job with Aubrey & Moore, where during the next three years he served successively as production manager, copy writer and account executive. He left the agency to start a trade paper in the building field, but after acting as editor, advertising manager and general handy man for a year he was ready to sell out (at a handsome profit) to the Porter-Langtry interests.

Joining the sales staff of *Forbes Magazine* Free came under the spell of B. C. Forbes' industrial idealism, which gave him an undying faith in advertising as the best means of educating the masses and bettering their living conditions. Meanwhile radio had come into the advertising picture, and Free, who had been an enthusiastic listener since the days when he built his own receiving sets, found himself with a growing conviction that of all media, radio had the greatest mass appeal.

With Free a belief has always been something to act on, and 1930 found him an account executive in the Chicago office of National Radio Advertising, at that time the largest of "time brokers". The next two years taught him a lot about radio and station representing, and as usual he acquired a

(*Continued on page 46*)

PERSONAL NOTES

JOHN H. NORTON, Jr., has been appointed assistant to William S. Hedges, manager of NBC-operated stations, succeeding Roger W. Clipp who resigned Feb. 15 to join WFIL, Philadelphia.

CHESTER L. THOMAS, temporarily manager of WCAE, Pittsburgh, will return to WINS, New York, to resume his post as assistant general manager and program director.

ALEX SHERWOOD, formerly manager of KDKA and KQV, Pittsburgh and later with WROK, Rockford, Ill., has joined WISN, Milwaukee, as commercial manager.

ANNING S. PRALL, chairman of the Broadcast Division of the FCC, was host to approximately 50 Washington celebrities at a dinner at the Columbia Country Club in Washington on Feb. 13. In addition to the membership of the FCC and its executive staff and to the New York delegation in Congress, among those present were M. H. McIntyre, assistant secretary to President Roosevelt, and Speaker Byrns of the House.

GERALD J. NORTON, formerly assistant sales manager of KHJ, Los Angeles, has been named to the sales staff of KROW, San Francisco. Ed Wilmoth, formerly in newspaper advertising in the East, has joined the commercial department.

B. W. BULLOCK, since June, 1933, assistant to Chester H. Lang, in charge of radio activities of the General Electric Co., has been appointed assistant manager of the General Electric publicity department. With this appointment, Mr. Bullock also becomes assistant manager of broadcasting for General Electric.

HENRY M. JACKSON, for more than three years associated with Bob Roberts & Associates, San Francisco agency, as radio account executive, has joined the sales department of KFRC, San Francisco.

FREDERIC A. WILLIS, assistant to the president of CBS, was married in New York Feb. 15 to Mrs. Herbert Lederer. As Miss Isabel Leighton, the bride headed the Women's Division of NRA in New York in 1933. The honeymoon was spent on a West Indies cruise.

DOROTHY SUTHERLAND, formerly radio editor of *Advertising and Selling*, has joined the sales promotion department of CBS, to handle trade publicity. She succeeds Miss Mary McDermott, who is to be married March 2 to John F. Roche, of the publicity department.

PAUL HEITMEYER, formerly manager of KGW, Portland, Ore., and recently promotion manager of KNX, Hollywood, has joined the executive staff of KLO, Ogden, Utah. Arthur Kemp, former sales manager of KHJ, Los Angeles and KFRC, San Francisco, takes his place at KNX.

ELLIS VAN DER PYL, sports commentator, has been named commercial manager of WGAR, Cleveland, succeeding J. Leslie Fox who is moving to Chicago. Van Der Pyl is a former Yale athlete, war veteran and Olympic runner.

WALTER E. MYERS, national sales representative of NBC in New England and president of the Advertising Club of Boston, was the speaker at a meeting held Feb. 20 by the Providence (R. I.) Engineering Society. He discussed the new NBC rate structure and gave some sidelights on the broadcasting profession.

CLAIR R. McCOLLOUGH, general manager of the Mason Dixon Radio Group, and Mrs. McCollough became the parents of a baby girl on Feb. 20.

AL ROSE who recently left his post in charge of sales promotion and publicity at WOR, Newark, will join WMCA, New York on March 4, as sales promotion manager. He will work under Donald Flamm, president and general manager of the station.

MAXINE WRIGHT, formerly with Mills-Wolf agency in Tulsa, Okla., and author of several radio shows, has joined KOMA, Oklahoma City, commercial and continuity department. Harry Hutchinson, former manager of KVOO, Tulsa, also has been added to the commercial staff. Mrs. Weldon C. Farris leaves the department, moving to Altus, Okla., and Clarence Garnes, announcer, becomes commercial manager of KADA, Ada, Okla.

BENEDICT GIMBEL, Jr., president of the Pennsylvania Broadcasting Co., operating WIP, Philadelphia, has announced the resignation of Franklin Lamb as vice president. Mr. Lamb will become associated with the Reynold's Appliance Corp. as vice president.

WILLIAM T. KNIGHT, Jr., president and general manager of WTOC, Savannah, has been named chairman of a special fund campaign to be staged by Trinity Methodist Episcopal church, Savannah, and will be assisted by N. T. Stephens of the WTOC staff.

WALTER C. COX, formerly with the *Daily Oklahoman*, Oklahoma City, and Lillian Fischer, of the WTUL continuity department, have been named to the sales department of WTUL, Tulsa, Okla.

ERNEST S. COLLING, for two years with NBC as feature writer and interviewer, has been transferred to the RCA department of information under Frank Mullen.

FORMER SENATOR C. C. DILL has been retained as legal advisor and Washington counsel for Trans-Radio Press Service Inc., exclusive radio press association.

CHARLES PRINGLE, executive of KGU, Honolulu, visited Los Angeles stations and contacted accounts in February.

CHESTER G. MATSON, formerly with the Los Angeles Community Chest and the *Los Angeles Examiner*, has joined the sales staff of KHJ, of that city.

NORMAN REED, program director of WPG, Atlantic City, has been placed in charge as acting manager, succeeding Edwin M. Spence, who has joined WBAL, Baltimore, as general manager.

GARLAND TINSLEY has resigned from the sales force of WBAL, Baltimore. Joining the commercial department of the station is Jerry Moore, formerly commercial manager of WMAL, Washington, and more recently associated with other Baltimore stations.

R. D. INNES has assumed charge of promotional activities of the Mutual Broadcasting System with headquarters in the Tribune Tower, Chicago. He was formerly with the Chicago *Tribune* business survey department.

MERLE S. JONES, formerly with the Buchanan-Thomas and Ernest F. Bader agencies, and lately sales manager of WAAW, Omaha, has joined the commercial staff of KMBC, Kansas City.

AL TRIPP, formerly in West Coast radio, has joined the commercial staff of KFEL, Denver.

HERMAN FAST, formerly in the outdoor advertising field, has joined the sales staff of WKRC, Cincinnati.

HERMAN A. KEYS has joined the sales staff of KGW and KEX, Portland, Ore.

WOKO

BASIC COLUMBIA OUTLET

COVERS
Albany
Troy
Schenectady

Approximately
½ Million
Coverage

BEHIND THE MICROPHONE

FRANK MORAN, formerly an announcer with WGY, Schenectady, and lately on the stage with Katherine Cornell and others, has joined the announcing staff of WOR, Newark, being assigned to the Newark studios.

ARTHUR AINSWORTH, for six years a member of the announcing staff of WLW, and active in radio since 1924, has joined the announcing staff of WCKY, Cincinnati. Maurice Thompson has been relieved of announcing duties and will devote his time to program production.

JOSEPH RIES, announcer at WLW, Cincinnati, has been named director of the newly created educational department of WLW, WSAI and WSXAL, Cincinnati. The department was formed to coordinate educational activities of the Crosley stations.

JOHN HEVERLY, formerly of WMT, Waterloo, and other mid-western stations, will fill the vacancy created by the departure for Italy of Bennett Fisher, announcer at KOMO-KJR, Seattle, son of D. R. Fisher, the operator. Heverly will be announcer and technician, having been engaged on technical radio work in the Orient for the government over a two-year period. Fisher will study singing for two years in Milan.

JULIUS LEIB, conductor and composer, has been named musical director of KGB, San Diego. He has been connected with a number of theatres and was musical director of WIBW, Topeka.

FRANK GALVIN, former continuity writer and producer at KJBS, San Francisco, has joined the production staff of KYA, San Francisco.

GABRIEL HEATTER, news commentator of WOR, Newark, gave sidelights of the Hauptmann trial in an address to the Advertising Club of New York.

MRS. THOMAS PATRICK COVEY, widow of the former operator of KWK, St. Louis, has recovered from a recent illness and has resumed her duties at the station. KWK has added Bob Richardson to its sound effects department.

HAROLD GIBNEY, formerly with KTAB, Oakland, Cal., has joined the announcing staff of KGW and KEX, Portland, Ore.

HENRY KLEIN, Chicago CBS continuity chief, on Feb. 20 told students in the Radio Short Course at the University of Illinois, "How Radio Programs Are Produced".

BOB KENNETT, for the last five years with WSBT and WFAM, South Bend, Ind., as program director and chief announcer, has been named to the production staff of WLW, Cincinnati.

WALTER K. (Skid) KELLY, former chief announcer at WAAT, Jersey City, and more recently program director at WRBX, Roanoke, Va., has joined Bess & Schillin Inc., New York, as production and continuity chief.

JOHN McCORMICK, production manager of WKRC, Cincinnati, has announced his engagement to Miss Eunice Richardson of Cincinnati.

CARL MARSHALL, formerly of KPRC, Houston, and Carroll Foster, formerly of WTAR, Norfolk, Va., have joined the announcing staff of KFEL, Denver.

DON HANCOCK, Anderson, Ind., formerly with WFBM, Indianapolis and WLBC, Muncie, has been named to the announcing staff of WSAI, Cincinnati.

H. R. GROSS, formerly bureau manager of the United Press in Des Moines and an experienced farm paper editor, has joined WHO, Des Moines, as news editor. He also acts as Iowa correspondent for Transradio Press.

EVERETT L. DILLARD, publicity director of W9XBY, Kansas City, is the father of a boy born Feb. 8.

CLARENCE CRARY, formerly with KGER and KFOX, Long Beach, has joined the announcing staff of KREG, Santa Ana, Cal.

JOHN HARRISON, formerly of WMAQ, Chicago, KSTP, St. Paul and KPO, San Francisco, has joined the announcing staff of WFAA, Dallas.

WYMAN PENNELL, formerly program director at WQBC, Vicksburg, Miss., has joined the announcing staff and commercial department of WALA, Mobile, Ala.

LEE CHADWICK, formerly of WTEL, Philadelphia, has joined the announcing staff of WTAR, Norfolk, Va.

JACK MAJOR, former production manager and musical director of WPAC, Paducah, Ky., has joined the staff of KFRC, San Francisco, and has a twice weekly program, *The Looking Glass* on the Don Lee network, under sponsorship of Sussman, Wormser & Company, (S. & W. Coffee), San Francisco.

WAYNE MILLER, formerly with the Charles H. Mayne Co., agency, Los Angeles, has been appointed publicity director of KHJ, Los Angeles.

BOB NICHOLS, NBC producer of the *Woman's Magazine of the Air* and the *Western Farm and Home Hour*, was married in San Francisco on Valentine's Day, to Miss Elva Kucher of Seattle.

EDDIE LYNN, announcer at WLW, Cincinnati, and Miss Bea Green, Chicago radio singer, were married Feb. 8.

JOHN McDONNELL, former free lance booker, has joined Thomas Lee Artists Bureau at KHJ, Los Angeles.

CARL FENTON, for many years in radio, recordings and vaudeville, who headed the orchestra in Bing Crosby's former Cremo Cigar program, has been appointed musical director of WMCA, New York.

JOHN C. SCHAMM, formerly in the production and research departments of NBC, and later chief announcer of WBNX, New York, has joined the announcing staff of WOR, Newark.

Northwestern Ohio... the Ideal Test Market!

A Basis Station of the Columbia Network . .

and the ONLY Radio Station in Northwestern Ohio.

WSPD

The Logical Test Medium

Through the facilities of WSPD (at our quarter hour daytime rate) you can reach 200,000 Radio Equipped Homes at 15c per thousand.

New York
Jos. H. McGillvra,
485 Madison Ave.

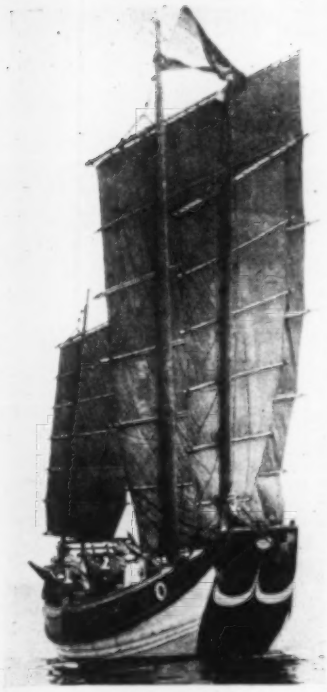
WSPD

Chicago
John Kettlewell,
614 Palmolive Bldg.

On The Commodore Perry Hotel, Toledo, Ohio

AAA Advertising Power Meets Objection of NAB

IDENTICAL administration bills (H. R. 5585 and S. 1807) to continue the Agricultural Adjustment Administration, while they do not specifically deal with advertising of agricultural products, contain provisions which would give the Department of Agriculture power to make regulations under which it might fix the amount to be expended by farm, processing and distributing organizations in the advertising of their commodities. The measure, referred to the respective agricultural committees of the two houses of Congress, will be protested by the NAB, presumably along with trade associations representing other advertising media, as containing the same sort of dictatorial provisions respecting advertising as are found in the current Tugwell-Copeland Bill (S. 5) to regulate the sale and advertising of foods, drugs and cosmetics.



Fun in a Junk

THE FAMOUS Chinese junk *Amoy* owned by Alfred Nilson, WOR engineer, who achieved fame and pleasure as the first man to sail such a craft in the Atlantic, plans to start another long voyage this summer. In the five years he has owned the quaint 70-foot craft, Nilson has circled the globe and traveled some 50,000 miles.

Mr. Nilson

Drawing little water, the junk can sail in very shallow water as well as through treacherous seas and is so steady that none of the furniture is fastened down. It is built of camphor wood and the sails are a blood red, the result of dipping in ox blood to remove starch and prevent mildew.

Nilson is in great demand as a lecturer and has written about his junk for *National Geographic* and other magazines. He is the only American who has a junk in the Western hemisphere.

New Radio District

ESTABLISHMENT of radio inspection district No. 21, embracing the territory of Hawaii with headquarters in Aloha Tower, Honolulu, was announced Feb. 15 by the FCC. James M. Chapple, formerly inspector in charge at Los Angeles, has been appointed to the same post at Honolulu. He sailed from Los Angeles Feb. 8 and was to open the office upon arrival.

W. M. ELLSWORTH
Radio Talent and Entertainment
Manager of many high class radio artists and acts available for employment. Scouts talent for stations and advertisers.
Can fill any order—
No charge for services
Suite 1503, Mather Tower, Chicago, Ill.

IN THE CONTROL ROOM

FIFTY old-timers in radio, members of the Northern California Broadcasters Association and the Pacific Radio Trade Association, consisting of radio station managers and members of the radio trade, on Jan. 25 staged in San Francisco a farewell dinner to Bernard H. Linden, Chief Inspector, Western Area, Twelfth Radio District, who has been transferred to Los Angeles in a similar capacity. Harrison Holliway, manager, KFRC, San Francisco, was toastmaster. Speakers included Preston Allen, manager, KLX, Oakland, and president of the Northern California Broadcasters Association; Ralph Brunton, president, Northern California Broadcasting System (KJBS and KQW); and C. L. McWhorter, Pacific Coast manager, Philco radio and president of the Pacific Radio Trade Association. The dinner inspired the organizing of a "Radio Old Timers Club", to meet once a year, Jan. 25.

CHARLES W. HORN, NBC general engineer at New York, has been appointed a Kentucky Colonel by Gov. Ruby Laffoon in recognition of his distinguished contributions to radio engineering.

HOWARD C. LUTTGENS, NBC Central Division engineer, in Chicago, is under observation at the clinic of Mayo Brothers, Rochester, Minn.

CHARLES HOOVER, formerly of the control room staff of WBEN, Buffalo, is recovering from a serious illness.

WALTER STONGER, of the technical staff of WFBL, Syracuse, is the father of a boy who has been named James Allen.

JOE D. CARROLL, who has just been named chief technician of KFJI, Klamath Falls, Ore., is the father of a girl born recently.

ROBERT EUBANK, plant chief of WRVA, Richmond, Va., is the father of a girl born Feb. 17.

C. W. JANES, former chief engineer of WRHM and of WDGY, Minneapolis, has accepted appointment as instructor in communication engineering at the Michigan College of Mining & Technology.

DARREL MINKLER, for five years chief technician with the Brunswick Laboratories, Chicago, has joined the technical staff of Radio Recorders Inc., Hollywood. Jack Brundage and Ernie Dummel, formerly with Recordings Inc., have joined the organization.

FRED KAHN, at one time with General Electric Co., Schenectady, N. Y., has joined the technical staff of Recordings, Inc., Hollywood.

680 Kc. **WPTF** 5,000 Watts

BETTER SERVICE FOR THE LISTENER

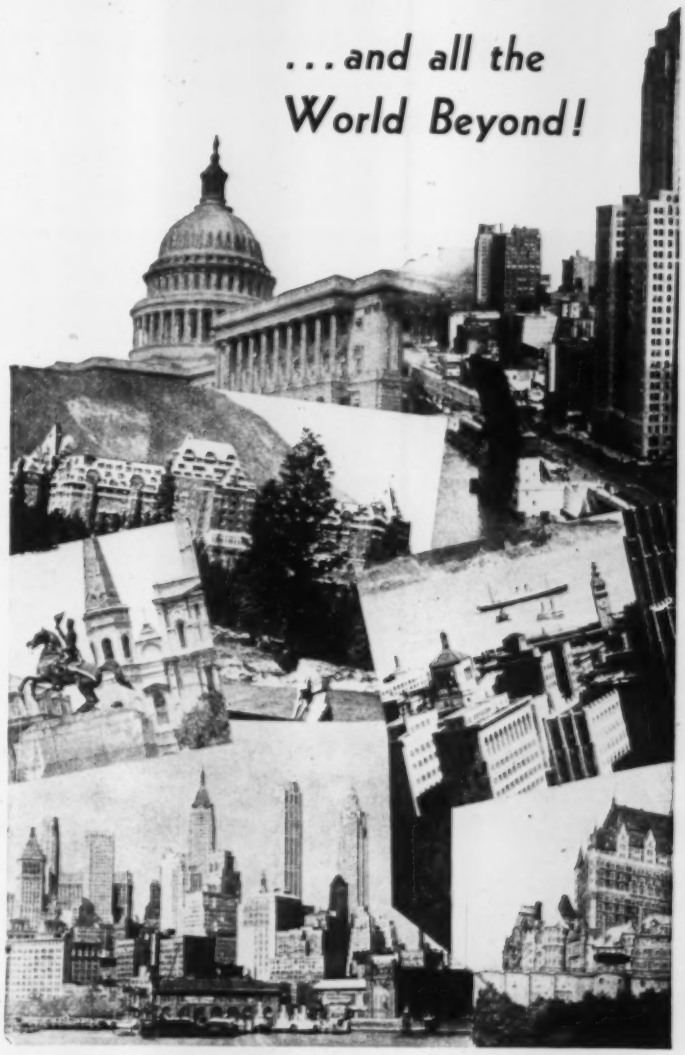
MORE LISTENERS BECAUSE OF BETTER SERVICE

NBC Affiliate
Member NAB

WPTF RADIO CO.
RALEIGH, N. C.

To 80,000 PLACES

IN THE UNITED STATES AND CANADA



● 95% of all telegraph traffic of the country is between cities in which Postal Telegraph maintains its own telegraph offices for the *sole* purpose of receiving, transmitting and delivering telegrams. There is no point for which Postal Telegraph will not accept and transmit your telegram with promptness... with dependability... with accuracy.

Postal telegraph is the only American telegraph company that offers a world-wide service of coordinated telegraph, cable and radio communications under a single management.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Pennsylvania Salt Mfg. Co., Philadelphia (Lewis' Lye), 48 *sa*, thru L. W. Ramsey Co., Chicago.
Drug Trade Products, Chicago (Peruna), weekly *sp*, thru Heath-Seehof Inc., Chicago.
Kalamazoo Stove Co., Kalamazoo, Mich., 12 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
Parkelp Laboratories, Chicago (health salts), 16 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Reliance Mfg. Co., Chicago (Big Yank shirts), 13 *sp*, thru Carroll Dean Murphy Inc., Chicago.
Geppert Studios, Des Moines, Iowa (enlargements), 66 *sa*, thru Lansing Adv. Agency, Des Moines.
Hotel Jefferson, St. Louis, 12 *sa*, thru Budke-Connell Adv. Agency, St. Louis.
E. H. Rucker, Ottumwa, Ia. (poultry feed), 78 *sa*, direct.
Gillette Rubber Co., Eau Claire, Wis. (tires), 13 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Rural Products, Inc., Chicago, 12 *sa* and 2 *sp*, thru Freeze-Vogel-Crawford Inc., Milwaukee.
Kitchen Art Foods Inc., Chicago (Two Minute Dessert), 26 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Illinois Bottled Gas Co., Chicago, 39 *sa*, thru Wade Adv. Agency, Chicago.
Washington State Apple Bureau, Seattle, 78 *sa*, thru Izzard Co., Seattle.
McConnon & Co., Minneapolis (home products), 3 weekly *sa*, thru McCord Co., Minneapolis.

WIP, Philadelphia

Oakland Chemical Co., New York (Dioxogen), 7 weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.
Elmwood Farms Co., Boston (Chicken Shortcake), 3 weekly *sa*, direct.
John B. Stetson Co., Philadelphia (hats), 2 daily *sa*, thru N. W. Ayer & Son Inc., Philadelphia.

WBT, Charlotte, N. C.

R. L. Watkins Co., New York (Dr. Lyon's toothpaste), weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.
Drug Trade Products, Chicago (Calonite, Peruna), 6 weekly *t*, thru Heath-Seehof Inc., Chicago.
Pittsburgh Plate Glass Co., Milwaukee (paint), weekly *sp*, thru N. W. Ayer & Son Inc., Philadelphia.

KNX, Hollywood

Godissarts' Parfum Classique Francais Inc., Hollywood, 2 weekly *sp*, thru Glasser Adv. Agency, Los Angeles.
J. G. Dodson Proprietaries, Atlanta (Ironized Yeast), 2 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Chamberlain Laboratories Inc., Des Moines (cosmetics), 5 weekly *sa*, thru Coolidge Adv. Co., Des Moines.

WGN, Chicago

Time, Inc., New York (newsreel), 6 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Affiliated Sales Inc., Chicago (Kissproof Lipstick), 3 *sp* weekly, thru Blackett - Sample - Hummert Inc., N. Y.
Cal-Aspirin Co., Chicago, 78 *sp*, thru McCord Co., Minneapolis.

WTMJ, Milwaukee

Blue Ging-am Studios, Minneapolis (cosmetics), weekly *sp*, direct.
Federal Enameling & Stamping Co., Pittsburgh (kitchenware) weekly *t*, thru Albert P. Hill Co. Inc., Pittsburgh.
General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago. Robert A. Johnston Co., Milwaukee (candy), weekly *sp*, thru N. W. Ayer & Son Inc., Chicago.
C. H. Robinson Co., Milwaukee (apples), 3 weekly *sp*, thru Izzard Co., Seattle.
Master Drugs Inc., Omaha, Neb. (proprietary), 6 weekly *sp*, direct.
Raladam Co., Detroit (Marmola), 5 weekly *t*, thru H. W. Kastor & Sons Co. Inc., Chicago.
Russel Miller Milling Co., Minneapolis (Occident Biscuit Mix), 5 weekly *sa*, thru Mitchell Adv. Agency Inc., Minneapolis.

WGAR, Cleveland

Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Young & Rubican, N. Y.
Maud Muller Candy Co., Columbus, O., weekly *sa*, thru Bertha K. Wullf, Columbus.
Maxine Products Co., Detroit (perfume), 6 weekly *sa*, thru Lee Anderson Adv. Co., Detroit.
Nestles Milk Products Inc., New York (chocolate), weekly *sa*, thru Lord & Thomas, N. Y.

WOAI, San Antonio

J. G. Dodson Proprietaries, Atlanta (Kompo, Mentodene, Ironized Yeast), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Alaska Pacific Salmon Corp., Seattle, 2 weekly *sa*, thru J. Wm. Sheets, Seattle.
Horlick's Malted Milk Corp., Racine, Wis., 5 weekly *t*, thru Lord & Thomas, Chicago.
R. L. Watkins Co., New York (Dr. Lyon's toothpaste), weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.

KPO, San Francisco

American Home Products Co., New York (Anacin), 3 weekly *t*, thru John F. Murray, New York.

KFRC, San Francisco

Technical Laboratories, Inc., Berkeley, Cal. (Aratone fertilizer), 2 weekly *t*, thru Bob Roberts & Associates, San Francisco.
Strasska Laboratories Inc., Los Angeles (toothpaste), 2 weekly *t*, thru Hixson-O'Donnell, Inc., San Francisco.
Best Foods Inc., New York (Nucoa), 3 weekly *t*, thru Benton & Bowles Inc., N. Y.
California Spray Chemical Corp., Berkeley, Cal. (fertilizer), weekly *sp*, thru Long Adv. Service, San Jose, Cal.
Pacific Guano & Fertilizer Co., San Francisco (fertilizer), weekly *sp*, thru Tomaschke-Elliott Inc., Oakland, Cal.
Ferry-Morse Seed Co., San Francisco (seeds and fertilizer), weekly *sp*, thru Gerth-Knollin Adv. Agency, San Francisco.

WFAA-WBAP, Dallas-Ft. Worth

Sterling Drug Co., Des Moines (toothpaste), 3 weekly *sa*, thru Heath-Seehof Inc., Chicago.
Gardner Nursery Co., Osage, Ia. (seeds), 6 weekly *t*, direct.
Northrup King & Co., Minneapolis (seeds), 63 weekly *sa*, thru Olmstead-Hewitt Inc., Minneapolis.
Lincoln Aid Association, Chicago (insurance), 3 weekly *sa*, thru Guenther-Bradford & Co. Inc., Chicago.
R. L. Watkins Co., New York (Dr. Lyons toothpaste), weekly *sp*, thru Blackett - Sample - Hummert Inc., N. Y.
Bokay Talcum Powder, New York, 3 weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.

WOR, Newark

Crowell Publishing Co., New York (magazines), weekly *sp*, thru Geyer-Cornell Co. Inc., N. Y.
Federal Enameling & Stamping Co., Pittsburgh (kitchenware), weekly *t*, thru Albert P. Hill Co. Inc., Pittsburgh.

WENR, Chicago

Detroit White Lead Works, Detroit (Rogers brushing laquer), 13 *t*, thru Erwin, Wasey & Co. Inc., Chicago.

MICROPHONE PROGRESS—Kolin Hager, manager of WGY, Schenectady, shown beside a bank of mikes marking the progress of broadcasting since WGY was founded Feb. 20, just 13 years ago, when Hager was program director. The station celebrated its anniversary by broadcasting over each of these mikes with explanations by W. J. Purcell, chief engineer. Left to right are telephone transmitter, black; one-button carbon mike; two button carbon mikes; three types of condenser mikes, including the goose neck, and ribbon or velocity mike.

WOW, Omaha, Neb.

Adlerika Co., St. Paul (proprietary), 2 weekly *t*, thru St. Paul Adv. Co.
Curtiss Candy Co., Chicago (candy bars), 6 weekly *sa*, thru McJunkin Adv. Co., Chicago.
Federal Enameling & Stamping Co., Pittsburgh (kitchenware), weekly *t*, thru Albert P. Hill Co. Inc., Pittsburgh.
Iowa Pearl Button Co., Muscatine, Ia., weekly *sa*, thru Beecher Adv. Co., St. Louis.
Maryland Pharmaceutical Co., Baltimore (Rem), daily *sa*, thru Jos. Katz Co., Baltimore.
Mid-Continent Petroleum Corp., Tulsa, Okla., 6 weekly *t*, thru Dillon & Kirk, Kansas City.
Raladam Co., Detroit (Marmola), daily *sa*, thru H. W. Kastor & Sons Co. Inc., Chicago.
Skelly Oil Co., Tulsa, Okla., 5 weekly *t*, thru Russell C. Comer Adv. Co., Kansas City.

WBBM, Chicago

French Lick Springs Hotel, French Lick, Ind., 13 *sp*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Adlerika Co., St. Paul (proprietary), 26 *t*, thru St. Paul Adv. Co., St. Paul.
Metal Textile Corp., Orange, N. J. (Chore Girl), 78 *sa*, thru Charles Dallas Reach Adv. Agency, Newark.
Crowell Publishing Co., New York (Woman's Home Companion), 13 *sp*, thru Geyer-Cornell Co. Inc., N. Y.
Angelus - Campfire Co., Chicago (marshmallows), 312 *sp*, thru John H. Dunham Co., Chicago.
Snider Packing Corp., Rochester, N. Y. (catsup), 78 *sp*, thru Batten, Barton, Durstine & Osborn Inc., Buffalo.

WENR, Chicago

Time, Inc., New York (newsreel), 7 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist oranges), 36 *sa*, thru Lord & Thomas Inc., Los Angeles.
Clark Bros. Chewing Gum Co., Pittsburgh (Teaberry gum), 78 *ta*, thru Edward M. Power Co., Pittsburgh.

KFOX, Long Beach, Cal.

M. J. B. Coffee Co., San Francisco, 2 weekly *t*, thru Lord & Thomas, Los Angeles.
Dr. Phillip Lowell, Los Angeles (clinic), 5 weekly *sp*, direct.
Roland Gard Co., Los Angeles (baby clinic), 6 weekly *sp*, direct.

WKRC, Cincinnati

BC Remedy Co., Durham, N. C. (proprietary), 6 weekly *sp*, thru Harvey-Massengale Co., Durham.
California Fruit Growers Exchange, Los Angeles (Sunkist oranges), 2 daily *sa*, thru Lord & Thomas, Los Angeles.

WGAR, Cleveland

California Fruit Growers Exchange, Los Angeles (Sunkist oranges), 2 daily *sa*, thru Lord & Thomas, Chicago.
General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn, N. Y.

KOMO-KJR, Seattle

E. Fougera & Co., New York (Vapex), 2 weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.
Iowa Pearl Button Co., Muscatine, Ia., 52 *sa*, thru Beecher Adv. Co., St. Louis.

WJZ, New York

Soap Products Ltd., Long Island City, N. Y. (Lathorizer), 3 weekly *sp*, thru Kelly, Nason & Roosevelt Inc., N. Y.

KTAB, San Francisco

Congoin Co., Los Angeles (health tea), 6 weekly *t*, thru Lockwood-Shackelford Co., Los Angeles.

NETWORK ACCOUNTS

PHILLIP-JONES Corp., New York (Van Heusen collars) on March 31 starts musical program on 18 NBC-WJZ stations, Sundays, 10:15-10:30 p. m. Agency: Peck Adv. Agency Inc., N. Y.

GOODRICH RUBBER Co., Akron, O. (tires) on March 8 starts *Circus Night in Silvertown* with B. A. Rolfe orchestra, Phil Duey and variety show on 53 NBC-WJZ stations, Fridays, 10-10:45 p. m. with repeat at 11:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

NORTHWESTERN YEAST Co., Chicago (baking yeast) on Feb. 18 started *Virginia Lee and Sunshine* on 13 NBC stations, Mondays, Wednesdays, Fridays, 1:30-1:45 p. m. Agency: Hays MacFarland & Co., Chicago.

FELS & Co., Philadelphia (Fels Naptha soap) on Feb. 19 started *Brad & Al* on 2 CBS stations, Tuesdays & Thursdays, 9:45-10 a. m. Agency: Young & Rubicam Inc., N. Y.

LADY ESTHER Co., Evanston, Ill. (cosmetics) on Feb. 24 started (revised contract) *Wayne King orchestra* on 41 CBS stations, Sundays and Mondays, 10-10:30 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

PITTSBURGH PLATE GLASS Co., Chicago (paint) on March 18 starts *Don Carlos and His Marimba Orchestra* on 4 MBS stations, Mondays, 9:45-10 a. m. Agency: N. W. Ayer & Son Inc., N. Y.

PITTSBURGH PLATE GLASS Co., Chicago (paint) on April 1 starts *Mr. & Mrs.* on Don Lee network, Mondays, Wednesdays, Fridays, 3:45-4 p. m. p. s. t., to June 21. Agency: N. W. Ayer & Son Inc., N. Y.

WILLIAM R. WARNER Co., New York (Vince, Sloan's Liniment, Albodon) on March 24 renews with program not yet arranged on 25 NBC-WJZ stations, Wednesdays, 9-9:45 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

GENERAL FOODS Corp., New York (Jello) on March 3 renews *Jack Benny program* on 59 NBC-WJZ stations, Sundays, 7-7:30 p. m. Agency: Young & Rubicam Inc., N. Y.

SUSSMAN WORMSER & Co., San Francisco (S & W coffee) on Feb. 15 started *The Looking Glass* on Don Lee-CBS network, Tuesdays and Fridays, 5:30-5:45 p. m. Agency: W. Vincent Leahy Adv. Agency, San Francisco.

J. W. MARROW Co., Chicago (Mar-O-Oil shampoo) on Feb. 19 started *Betty Marlowe and Her Californians* on 18 NBC stations keyed from WMAQ, Tuesdays & Fridays, 4:45-5 p. m., e. s. t. Agency: Heath-Seehof Inc., Chicago.

U. S. TOBACCO Co., New York (Dills smoking tobacco) on March 8 starts *One Night Stands* on 18 NBC-WEAF stations, Fridays, 9:30-10 p. m. Agency: McCann-Erickson Inc., N. Y.

GENERAL MILLS Inc., Minneapolis (flour) on Feb. 6 renewed *Betty Crocker* on 32 NBC-WEAF stations, Wednesdays & Fridays, 10:45-11 a. m. Agency: McCord Co., Minneapolis.

THOMAS J. LIPTON, INC., Hoboken, N. J. (tea) on April 1 renews in *Blue Monday Jamboree* on 13 Don Lee-CBS stations keyed from KFRC, San Francisco, Mondays, 9 p. m. p. s. t. Agency: Frank Presbrey Co. Inc., N. Y.

GEORGE W. CASWELL CO., San Francisco (coffee) on March 18 renews *Caswell Coffee Concert* on 5 NBC-KPO stations, Mondays, 7:45-8 p. m. p. s. t., Agency: Emil Brisacher & Staff, San Francisco.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt) on March 4 renews *Buck Rogers* in the 25th Century on 26 CBS stations, Mondays thru Thursdays, 6-6:15 p. m. with repeat at 7:30. Agency: Ruthrauff & Ryan Inc., N. Y.

Epidemic Classes

WHEN 15,000 Milwaukee children were forbidden to attend classes because of a scarlet fever epidemic, WTMJ came to the rescue with two 15-minute radio classes each school day. Teachers offered to present the series and they read stories and suggested activities for children after the program ended. Parents were given an insight into methods used in instructing their children and were expected to assume the role of teacher after each broadcast.

PINAUD Inc., New York (hair tonic) on March 4 starts *Lilac Time* with the *Night Singer* (anonymous) on 30 CBS stations, Mondays, 10:30-11 p. m. Agency: Calkins & Holden, N. Y.

JOHNS-MANVILLE Corp., New York (asbestos products) on April 18 starts Floyd Gibbons on coast-to-coast NBC-WJZ network, Thursdays, 7:30-7:45 p. m. Agency: J. Walter Thompson Co., N. Y.

C. F. MUELLER Co., Jersey City (macaroni & spaghetti) on March 11 renews *Bill and Ginger* on 11 CBS stations, Mondays, Wednesdays, Fridays, 10:15-10:30 a. m. and Tuesdays, Thursdays on 9 CBS stations, same time. Agency: E. W. Hellwig Co., N. Y.

R. H. LAIRD MFG. Co., New York (Rose Laird cosmetics) on March 12 starts *Fifth Avenue Window Shopper* on 10 CBS stations, Tuesdays and Fridays, 10:05-10:15 a. m. Agency: Kelly, Nason & Roosevelt Inc., N. Y.

TRANSCRIPTIONS

NINE stations in the East are carrying the present series of *Terry & Ted* WBS discs for General Baking Co., New York (Bond bread). The stations are WGAR, Cleveland; WHAS, Louisville; WJAR, Providence, R. I.; WHBC, Canton, O.; WADC, Akron; W1XBS, Waterbury, Conn.; WTAG, Worcester, Mass.; WBNS, Columbus; WWVA, Wheeling.

FREEMAN LANG, Hollywood transcription producer, installed a recording channel for use of Judge Rutherford in making 50 transcriptions from his San Diego home. The producer is recording a series of 104 discs by Salvatore Santabella, musical director of KMTR, Hollywood, to be used as nucleus of a sound library for dubbing in films and transcriptions.

FREDERICK K. ROCKETT Co., Hollywood transcription firm, has moved to 6050 Sunset Blvd., with larger quarters.

NATIONAL RADIO ADV. AGENCY, Hollywood transcription firm, has opened a Chicago office at 111 W. Washington St., with Joseph A. Hennessey taking charge. Harry Jacobs, partner in the firm, will open a New York office March 15.

2GB, Sydney, Australia, has purchased Bible stories enacted by Sunday Players Inc., Los Angeles through Funeral Foundation Inc., for similar sponsorship in Australia.

CAPUDINE CHEMICAL Co., Raleigh, N. C., is placing 52 WBS announcements on 11 stations, 10 of them in the Southeast. Jacobs, Dillard Agency, Inc., Atlanta, handles the schedule.

1 . . . . . MANUFACTURER
2 . . . . . DEALER
3 . . . . . CONSUMER

W X Y Z (KEY STATION) DETROIT
W B C M BAY CITY
W F D F FLINT
W J I M LANSING
W I B M JACKSON
W E L L BATTLE CREEK
W K Z O KALAMAZOO
W O O D GRAND RAPIDS

What About No. 2

The dealer and his jobber — how many have you in Michigan? How many would you like to have? Are they good credit risks?

TO ALL WHO BUY THE MICHIGAN RADIO NETWORK!

A complete MERCHANDISING SERVICE which secures distributors — jobbers — and dealers . . . actually takes bona fide orders . . . checks credit . . . arranges demonstrations and displays! This is a proven success in the food and drug field, as well as other fields.

MEMBER MUTUAL BROADCASTING SYSTEM

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)

CHICAGO: WILLIAM G. RAMBEAU, 318 N. MICHIGAN AVE.
DETROIT, MICHIGAN, 300 MADISON THEATRE BUILDING
NEW YORK: ROBERT NEWTON, 307 E. 44TH ST.

Buddy and the Gang

A Specialty at WPRO

One of the many programs that please the

1,225,578

consumers

in its complete coverage of New England's Second Largest Market

To get the most out of your radio dollar, cover this rich "spot" with a program on WPRO. Full details of its complete coverage and its high sales potential are included in the new WPRO booklet. Write for a copy.

The NEW and GREATER

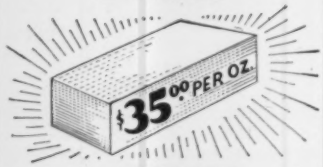
WPRO 630 Kc.

CHERRY & WEBB BROADCASTING COMPANY

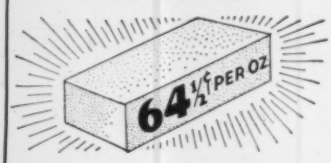
Providence, R. I.

Basic Member A.B.C. Network

This which
GLITTERS
is GOLD



and SILVER



KDYL

. . . and it says that business is good in the Salt Lake City market — fully covered by KDYL. For Utah, you know, is the leading non-ferrous mining state in the union.

Gold and silver prices are higher now than they have been for years. The gain in Salt Lake City retail business, too, is 50% greater than in 75 other leading western cities. (Research by National Retail Dry Goods Association.)

Yes, the people are spending in the Salt Lake trade zone in which 82% of the state's population resides.

"THE *popular* STATION"

Salt Lake City
Utah
an NBC Station

Representatives
GREIG BLAIR & SPIGHT, INC.
New York - Chicago
San Francisco - Los Angeles
Detroit

AGENCIES AND REPRESENTATIVES

WILLIAM G. RAMBEAU Co., radio station representatives, has moved Chicago offices to the Tribune Tower Bldg., and is contemplating opening a San Francisco office to handle the Mutual Broadcasting System accounts in addition to its stations.

C. O. LANGLOIS and Ralph C. Wentworth, formerly with General Broadcasting Co., New York, have organized the firm of Langlois & Wentworth, supplying advertisers' radio service, with offices at 745 Fifth Ave., New York.

MACMANUS, JOHN & ADAMS, Inc., Detroit agency, has established Western offices at 111 Sutter street, San Francisco, with J. H. R. Hutchinson as manager.

OTTO GUENTHER, president of Guenther-Bradford & Co. Inc., New York and Los Angeles, arrived in Los Angeles late in February in connection with radio accounts.

W. L. CHESMAN, formerly president of Geyer-Cornell Co., New York, has joined Donahue & Coe Inc., New York, as vice president.

WALTER W. ZAHRNDT, formerly secretary and treasurer of Jimm Daugherty Inc., St. Louis, has joined Kelly-Stuhlman Co., St. Louis, as vice president and treasurer.

CONQUEST ALLIANCE Co., has been named exclusive representative in the United States for HHK, government station in Port-au-Prince, Haiti, which now is accepting commercial accounts.

SHECK ADV. AGENCY, New York, has moved to 565 Fifth Ave.

WALTER BIDDICK — FREE & SLEININGER, radio station representatives, moved their San Francisco office to larger quarters in the Russ Bldg., trebling its space. Transcription audition equipment has also been installed in a special studio. Walter Biddick, president of the Walter Biddick Co., in San Francisco the end of February to inspect the new offices, announced that his organization now represents the Conquest Alliance Co., (representatives for foreign radio stations), in San Francisco, Los Angeles, Seattle and Denver. The company has also been named exclusive representative in 11 Western States by KMED, Medford, Ore. Ken Boucher is San Francisco manager for Walter Biddick—Free & Sleininger.

HAROLD BEAN, formerly with KYW and other stations, has been named head of the radio department of Jewell F. Stevens Co., Chicago agency.

DON MILLER, formerly with ABS, has been named advertising manager of *Today*.

JOHN F. MAYER, of Street & Finney Inc., New York, has been named vice president and will handle radio accounts as well as space buying.

FREEZE-VOGEL-CRAWFORD Inc., Milwaukee, is being liquidated and Howard M. Landgraf, C. F. Schilke and G. C. De Heus have joined Klau-Van Pietersom-Dunlap Associates Inc., Milwaukee.

S. STEPHEN ROBERTS has been named to the radio department of Charles H. Mayne Co., Los Angeles agency.

CRAMER-TOBIAS Co. Inc., New York, has moved its offices to 515 Madison Ave.

THOS. M. BOWERS agency, Chicago, now is located at 343 S. Dearborn St.

RICHARD MARVIN, radio director of the Chicago office of J. Walter Thompson Co., is teaching a course in Radio Commercials at Northwestern University this semester. Every type of commercial announcement, including the humorous, dialogue, emphatic, and commercials given by the program talent, will be covered in the course, which will deal exclusively with the writing and presentation of sales talk on the air.

WGPC, Albany, Ga., has appointed Cox & Tanz as its exclusive national representatives.

CARL E. WIDNEY, formerly account executive for Lord & Thomas, has joined J. Stirling Getchell Inc., Detroit office.

GERTRUDE HENDRICKS, home economics specialist, has been named to the staff of the C. Wendel Muench & Co. agency, Chicago, to handle food broadcasts. A testing kitchen for clients is planned.

MERLE V. COX ADV. AGENCY, Chicago, has taken over accounts of Willard E. Stevens Adv. Agency, Chicago. Mr. Stevens having joined H. W. Kastor & Sons Co. Inc., Chicago.

NBC Bureau Will Check Advertising Continuities

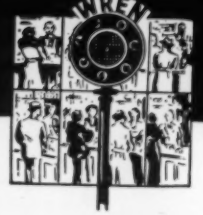
JANET MacRORIE, with NBC since last July, has been named head of the new department of continuity acceptance of NBC, Richard C. Patterson, Jr., executive vice president announced Feb. 19. She will work in cooperation with John F. Royal, vice president in charge of programs, and Edgar Kobak, vice president in charge of sales. Before coming to NBC, Miss MacRorie was in charge of new business advertising for Public Service Electric & Gas Co., and has been an actor, reporter, editor and feature writer.

Announcing creation of the new department, Mr. Patterson said: "To meet the need for consistent checking of material submitted for broadcast over National Broadcasting Company facilities, we have established this new department whose function it will be to see that all material offered for broadcasting meets the requirements of NBC policies, of fairness to radio listeners, of ethical advertising, common sense and good taste."

W9XBY Completes Staff

W9XBY, Kansas City, having been on the air several weeks, has completed its staff, according to S. Q. Noel, president of First National Television Inc., operating the station. G. L. Taylor, formerly with the old Federal Radio Commission, is manager and supervising engineer. Walt Lochman, who has been with WDAF, KMBC and several other stations, is program director and chief announcer. Everett L. Dillard, formerly operator of WLBF, is publicity director and Walter B. Evans, for 13 years with the *Kansas City Journal-Post*, is sales manager. The station operates with 1,000 watts on 1530 kc. in the recently widened portion of the broadcast band.

Something New / AN AUDIENCE THAT ACTS



WREN broadcasts to approximately 3½ million people . . . men and women of character and earning ability . . . a large proportion owning farms and homes . . . these men and women are big buyers of every kind of commodity from soap to automobiles . . . WREN broadcasting, from close study of sales figures, has materially influenced selection and made thousands of people ACT in favor of WREN advertised commodities.

CAN YOU USE AN AUDIENCE THAT ACTS FOR YOU?

WREN

Vernon H. Smith, Manager

WREN Building
Lawrence, Kansas

NBC Basic Blue Network
17 Hours Daily

"My own data is far too fragmentary—I'd better telephone for . . .

FREE & SLEININGER, INC.
RADIO STATION REPRESENTATIVES
SEE PAGE 1, RADIO ADVERTISING RATES AND DATA

Million to Be Spent By Crazy Crystals In Radio This Year

CELEBRATING five years on radio in a "depression-made" business, Crazy Water Crystals in February went on the air with a new regional network supplementing a national broadcast established two months previously. The new program, on seven SBS network stations in Texas and Oklahoma, fills out a national program headed by the *Carefree Carnival* on 25 NBC stations as well as numerous spot programs.

Hal H. Collins, president of the Crazy Water Co., announced with the signing of the 52-week SBS contract that Crazy Crystals would spend nearly a million dollars in 1935 in advertising, with all but a fraction of this amount concentrated on radio. Last year, Crazy spent $940,000, of which $840,000 went for radio.

Five Years of Success

"RADIO has been our prime medium since we started active advertising five years ago and it has been successful every step of the way," Mr. Collins said. The president of the crystal company has taken a personal interest in the radio work from its inception, announcing the original program and, more recently, serving as special announcer on both the NBC and the SBS programs.

Mr. Collins frequently flies from the home office, in Mineral Wells, Texas, where the *Crazy Water House Party* goes on the air over SBS Saturday nights, to San Francisco for the Monday night NBC *Carefree Carnival* broadcast from KPO. Both programs are played before live audiences with informality an important factor stressed by Mr. Collins.

In 1930, Crazy Crystals went on the air with its first program, over KRLD, Dallas, with Hal H. Collins at the microphone. Other stations were added in the following months and soon transcriptions were made. In June, 1933, Crazy became the first Southwestern product to go on NBC, with Gene Arnold and the Commodores as the featured attraction on a daily morning program.

Various other national and regional programs are broadcast.

ON THE DOTTED LINE—Lee H. Armer (left) president of Southwest Broadcasting System clinching the contract with Hal H. Collins, president of Crazy Water Hotel Co., Mineral Wells, Tex., on the signing of a 52-week contract for a full-hour "Crazy Water House Party".

RADIO ADVERTISERS

BROADCASTING ABROAD, Ltd., New York, announces it has placed orders for daily one-minute spots for the account of Export Advertising Agency for Northam Warren Corp., New York (Glazo manicure specialty) on the following Cuban stations: CMAF, Havana; CMJK, Camaguey; CMHD, Caibarian, and CMKC, Santiago.

PINAUD, Inc., New York, now is placing its advertising thru Calkins & Holdin, N. Y.

MOON GLOW COSMETICS Co. Ltd., Hollywood (nail polish) has placed its account with Small, Kleppner & Seiffer Inc., N. Y.

UNION STARCH & REFINING Co. (Pennant syrup) Columbus, Ind., has shifted its account to Caldwell-Baker Co., Indianapolis.

GORDON BAKING Co., Detroit, has transferred its advertising to Sehl Adv. Agency, Chicago.

NATIONAL SUGAR REFINING Co., New York, has placed its account with Young & Rubicam Inc., N. Y.

BLOCK DRUG Co., Brooklyn (La Blache face powder) is advertising through Redfield-Johnstone Inc., N. Y.

BATTLE CREEK DRUGS Inc., Battle Creek, Mich. (Bonkora) has placed its account with Guenther-Bradford & Co. Inc., Chicago.

L. R. BARNETT and D. S. CUNNINGHAM, of Horlich's Malted Milk Corp., Racine, Wis., visited Los Angeles in February to make a coast sales survey in connection with the *Lum & Abner* transcriptions placed through Lord & Thomas.

STANCO Inc., New York has launched a radio campaign in Brazil for Flit, insecticide, using 42 quarter-hour programs on PRA3 in Rio de Janeiro and PRF3 in San Paulo. Over PRC2, Porto Alegre 25 programs will be used. The campaign is handled by the Brazilian branches of Foreign Advertising and Service Bureau Inc., and Conquest Alliance Co. Inc., New York.

LAKESIDE BREWING Co., Port Huron, Mich., planning a radio campaign, has named Bass-Luckoff Inc., Detroit, to handle its account.

BARBEYS Inc., Reading, Pa. (Sunshine beer), has appointed Jerome B. Gray & Co., Philadelphia, to direct its advertising.

I. MILLER & SONS, New York (shoes) has named Hirshon-Garfield Inc., New York, to handle its account.

LIBERTY MUTUAL INSURANCE Co., Boston, has named Batten, Barton, Durstine & Osborn Inc., New York, to handle its advertising.

LITE SOAP Co., Aurora, Ill. (soap) has placed its account with Schwimmer & Scott, Chicago.

PHILLIPS PACKING Co., has placed only its New York metropolitan advertising with Paris & Peart, New York, the remainder of the account still being handled by Aitkin-Kynett Co., Philadelphia.

FASHION transcriptions of WBS called *World Tobelogues* for department store sponsorship went on the air in February, with a merchandise service plan included in the setup. Among first stores to sign was H. & S. Pogue Co., Cincinnati, over WCKY.

KNOX Co., Kansas City (Cystex) is transcribing *True Confessions* at the Hollywood studios of Radio Transcription Co., of America. Dillon & Kirk, Kansas City, handles the account. The series follows *Newspaper Adventures.*

Walker Disc Series

WALKER REMEDY Co., Waterloo, Ia., (Walko tablets) is using a series of one-minute WBS dramatized discs on stations in 12 scattered cities. They are WGY, Schenectady; KDKA, Pittsburgh; WBT, Charlotte, N. C.; WSM, Nashville; WCCO, Minneapolis; WLS, Chicago; WMT, Waterloo; KMOX, St. Louis; WFAA, Dallas; KEX, Portland, Ore.; KOA, Denver; WSB, Atlanta. The account is handled by Weston-Barnett Inc., Waterloo.

WKBF Appoints Reckett

FRANCIS RECKETT, former Chicago agency man, and for the last three months with WKBF, Indianapolis, has been appointed exclusive representative for that station in Chicago, according to an announcement Feb. 19 by D. E. (Plug) Kendrick, general manager. Offices have been established at 230 West Huron St.

STANDARD OIL of Indiana has purchased sponsorship of the state basketball championship tourney, starting March 15, over a special state network comprising WFBM, WSBT, WGL, WIND and WLBC.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

National and Local Advertisers Know KVI Results

KVI

FREE & SLEININGER, *National Representatives*

The Whole Town's Talking

WHN

The rush of WHN (under the direction of Major Edward Bowes) into general popularity with the listening audience of Greater New York is the topic of conversation everywhere in town!

Alert advertisers already grasping the new opportunities made possible by WHN include such outstanding firms and products as:

Truly Warner Hats
Bendix Brakes
Demande Cosmetics
Teaberry Gum
Russeks, Fifth Avenue
Bloomingdale's
Puro Pet Food
Herbert's Diamonds
"Young America" Newsweekly
Carlsbad "Sprudel" Salts
Omega Oil
Hearn's Department Store
International Diamond Appraising Co.
Vicks VapoRub
H. C. Bohack Stores
Rhodonize Process
Michael Bros.

WHN
1010 K. C.
1000 Watts
NEW YORK
P. F. WHITTEN
Sales Manager

Mutual Sustainers

TO MEET "demands of the listening public for a change from the usual fair of dance music Saturday night", MBS on Feb. 23 started the Chicago Symphony as a sustaining feature every other Saturday night, the first sustaining program of the network since its lines were installed. For alternate Saturday nights, MBS plans to obtain another symphony orchestra. On the Chicago Symphony programs, Edwin C. Moore, music critic, is commentator and Frederick Stock and Eric De Lamarter are conductors. For listeners who like dance music, MBS has added a Saturday night dance hour featuring Wayne King, Jan Garber and Ted Weems and their orchestras. The program is keyed from WGN.

WBNX

MARKS THE SPOT

BROADCASTING CENTER

Variety says . . . "Only five of WBNX's 60 foreign language programs are sustaining . . . Foreign language newspapers are cordial . . . "

The reason for this popularity is that WBNX brings results at the least per capita cost.

WBNX • New York

STUDIO NOTES

WBT, Charlotte, N. C., has signed Crazy Water Crystal Co., Mineral Wells, Tex., for four daily programs, with additional specials on Saturday and Sunday nights, including the one-hour barn dance. Popular music gradually is replacing hill billy programs, in an effort to broaden the audience. The Sunday night program is classical in nature, morning and noon series are hill billy, and the evening strip is semi-hill billy. The contract is believed one of the largest single series ever placed by a spot broadcaster, the time amounting to an hour and 15 minutes daily or ten hours a week in all.

A NEW program on WMCA, New York, is *Paging Mr. Traveler*, started Feb. 25. The program consists of interviews with persons checking in and out of the Hotel New Yorker. Prominent persons who are guests at the hotel will be introduced.

GENERAL GROCER Co., St. Louis, on Feb. 11 inaugurated what is believed to be one of the first women news commentator programs in radio, presenting Kathryn Cravens in *News Through a Woman's Eyes.*

A FREE trip to New York to participate in the CBS amateur program of Health Products Corp., Newark (Feen-a-mint) is offered winners of local amateur shows at WBIG, Greensboro, N. C. Other cities are expected to adopt the idea. When the program is not sponsored over WBIG, the station pays cost of the trip to New York.

EARLY morning hours are in demand at WWVA, Wheeling, W. Va., and the station has moved its opening time a half-hour earlier. Two half-hour commercials fill the 6-7 a. m. time.

A SPONSOR has taken over the *Baseball School of the Air*, conducted at WNAC, Boston, by Jack Onslow, former big league coach. The program is broadcast three times weekly. Any boy may join the school but those who wear the sponsor's shoes get special consideration as full members. Prizes are to be given and baseball clubs are to be formed in towns were the sponsor has stores. The clubs will be outfitted by the sponsor and will be coached by Onslow.

ON WBIG, Greensboro, N. C., *The Dumb Citizen* asks questions on public events and gets the answers. A listener controversy has developed over whether the "citizen" really is dumb.

SKIMMING over the ice with hazardous ease, Eugene S. Darlington, General Electric engineer, with a portable transmitter, broadcast an intimate description of what it feels like to go 70 miles an hour on a bobsled. The program was carried by WGY, Schenectady. Darlington carried a 25-pound pack set on which was a 5-foot antenna. A special microphone with a mouthpiece was fastened to his chest. The transmitter operated on 7 meters, and was picked up by a nearby transmitter operating on 150 meters which rebroadcast to Lake Placid village where the signal was picked up by an ordinary receiver and fed into a telephone line to Schenectady.

SUPPLEMENTARY work for music appreciation classes in the Los Angeles city schools will be provided by KFAC with the approval of the Board of Education. Material follows the course given in the public schools and covers the lives of composers, with the illustrative music.

PUBLICIZING *This Week*, magazine added to the *Detroit Sunday News* Feb. 24, the *News* used WWJ, WJR, CKLW, and the 8-station Michigan network Feb. 23 to present a dramatization by Herschell Hart of the WWJ staff and directed by Wynn Wright in the WWJ studios.

ANDRESEN-RYAN COFFEE Co., Duluth, sponsors a daily *Arco Coffee News* over WEBC, Duluth, announcing free of charge organizations meetings and notices of lost and found articles. Two periods daily are used, one at noon devoted to out-of-town announcements and one at night reserved for local organizations. Two amateur acts are tried out nightly.

THE WCCO Radio Kitchen, combination laboratory and model cooking school, has just been established in Minneapolis at Dayton's department store. The auditorium seats 500. Broadcasting began Feb. 25 in charge of Martha Moore. The kitchen will be open to companies whose products are used in the program, according to Earl Gammons, vice president and general manager of WCCO.

SUFFICIENT phone calls from listeners will cut a program off the air when WBNX, New York, is broadcasting its *Amateur Script Writers' Hour*. The station has set a minimum number of calls necessary to stop the broadcast of a script, but this number is not announced since the station realizes that a group of friends might organize to vent their dislikes on a particular program.

A SERIES of burlesques on radio programs is being broadcast by W9XBY, Kansas City. The skits are take-offs on some of the popular chain and local programs and are written by Cecil Holman. Another unique feature is the series of code lessons for the benefit of owners of short-wave sets, to help them master the dots and dashes that fill the atmosphere.

WWNC, Asheville, N. C., celebrated its eighth birthday Feb. 22 with a two-hour anniversary program, bringing to the microphone speakers and artists who had broadcast over the station in past years.

NEW STUDIOS of WOV, New York, located in the WOV Building, 132 W. 43rd St., were occupied by that station on Feb. 15.

PROPONENTS of a higher school levy in Omaha, cooperating with the Parent Teachers Association, bought time on KOIL, Omaha-Council Bluffs to obtain a list of 30,000 names to be submitted to the Iowa Legislature.

WBIG, Greensboro, N. C., will use a Greek announcer for a series of programs in modern Greek, featuring both live talent and recordings, to be sponsored by local Greco-Americans.

KTAB, Associated Broadcasters outlet in San Francisco, has moved into new studios in the Russ building. An entire floor has been remodeled for a complete station set-up. Philip G. Lasky, former station manager of KDYL, Salt Lake City, and well known radio executive, is general manager of KTAB, having become associated with the station Feb. 1.

THE OLDEST continuous program in St. Louis, *Community Forum*, recently observed its fifth anniversary over KSD, St. Louis. It is a Sunday afternoon feature sponsored by the St. Louis Community Fund.

SO RECIPIENTS of weekly direct mail bulletins will open them, E. K. Cargill, manager of WMAZ, Macon, Ga., and president of Southeastern Broadcasting Co., encloses dollar bills in three, selected by lot. The first time, of course, the dollars went to Macon's leading conversationalists and the news soon spread.

Carlyle Stevens Wins First Award of BBDO For Good Announcing

CARLYLE STEVENS, young CBS announcer, has been chosen for the first annual "BBDO award for good announcing", Roy S. Durstine, vice president and general manager of Batten, Barton, Durstine & Osborn Inc., announced Feb. 26. The award is a substantial check. With it goes an appropriately engraved stopwatch.

In offering the award several months ago, Mr. Durstine described good announcing as "sincerity, accurate diction, naturalness, persuasiveness, lack of mannerisms and an absence of those curious inflections which belong to an unknown language in a world which doesn't exist."

"The first winner", Mr. Durstine said, "has, we believe, all the qualities which make a good announcer. He has definitely not been a member of the stilted school of broadcasting that has come to be resented alike by the public and the sponsors of broadcast programs."

The selection was made by five executives of BBDO from announcers whose voices are heard on network programs audible in New York City. This group included Arthur Pryor, Jr., vice president in charge of the agency's radio work and Herbert Sanford of its radio department.

Stevens, who is 27, has been identified with radio as announcer, continuity writer and program producer for four years, and stepped into the broadcasting limelight in November, 1933, when he joined the announcing staff of CBS in New York. Recently he has been heard as the announcer on such programs as *Roxy and His Gang, The O'Neills, Ye Olde Tea Shoppe* with Julia Sanderson and Frank Crumit, and *Richard Himber and His Champions.* His first radio work was with WXYZ, Detroit, and before joining CBS he was with WLTH, Brooklyn.

38.000.000 AMERICANS YOU SHOULD KNOW

This vast listening audience is comprised of men, women and children of foreign-born or mixed parentage. They instinctively turn to and trust those who speak their own language.

Tell them about your product in the language they understand best, their own. Use our

"RADIOLETS"

(One Minute Dramatizations)

built especially for your product in any language.

We clear station time in language, anywhere — and record Electrical Transcriptions IN OUR OWN STUDIOS.

Let us make a sample recording NO COST TO YOU Be your own judge

BAI Inc Broadcasting Abroad Inc

29 West 57th Street New York

Telephone: ELDORADO 5 0780

RADIATOR BOOSTS KNX POWER

Plans for 500,000 Watts Abandoned for the Time Being; New Antenna Steps Up Signal 50%

FORSAKING for the time being its plans to go to super-power, KNX, Hollywood, has installed its new 500-foot half-wave vertical radiator for its 50,000-watt operation an 1020 kc., claiming that tests over the last month have improved efficiency 50% over its old quarter-wave vertical wire suspended between two towers. KNX will await the outcome of the WLW controversy before determining whether it should apply to the FCC as previously planned for power of 500,000 watts.

Kenneth G. Ormiston, KNX chief engineer, asserts that his experience with the new radiator has proved that station operators at comparatively small expense and without increasing their transmitter power can practically double their effective radiated power through modernization of antenna systems.

Signal Strengthened

THE BASE of the tower pictured herewith is elevated to a height of 10 feet from the ground, with the four legs resting on reinforced concrete pillars. Atop each pillar, in a cast steel mounting, is a heavy porcelain insulator that electrically isolates the steelwork from the ground. The thorough insulation of the tower, of course, is one of the most important features.

Directly beneath the 62-ton mass of steel that comprises the antenna, is a 125-foot square of copper wires forming a ground screen raised 6 feet from the earth. This screen serves to eliminate the ground losses in the high capacity to ground effect of the wide base of the tower, and makes for increased radiation efficiency.

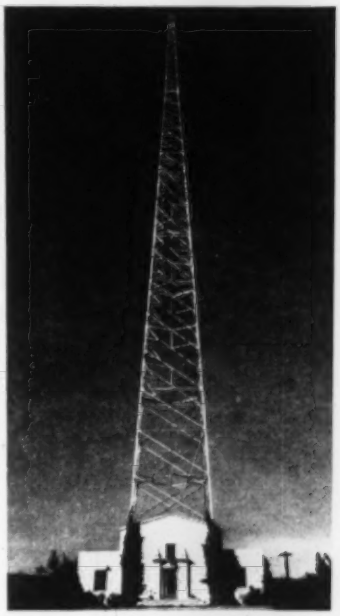
To feed the tower, KNX engineers extended a transmission line from the 50,000 power amplifier stage of the transmitter, the line terminating in a tuning house directly below the steel mast. Then from the tuning apparatus, the antenna leads spread into four heavy copper wires each clamped to the outer edge of the four legs of the tower.

Ground System

THESE copper strands, continuing up the full height on each corner post, provide a path of low resistance for the tremendous load of radio frequency energy. It was not necessary to bond the individual steel members of the tower, and they were bolted together, keeping down construction expense.

KNX already was equipped with an extensive ground system, which comprises a 10-acre network of buried copper wires, with connecting radials laid every 3 degrees. This provides a total number of 120 radials, all converging at a point directly beneath the tower. The total weight of the ground copper is one and a half tons.

In actual operation, KNX's half-wave vertical radiator has accomplished two important things, according to Ormiston. It has greatly increased the effective signal strength, both locally and at distant points, and has moved out the fading area into an area comprised principally of desert and mountain spaces and the Pacific ocean.



The New KNX Transmitter

Early in February, about one week after the new antenna was put into operation, preliminary field strength measurements showed at a distance of one mile from the transmitter a signal of 1750 millivolts as compared with 1000 millivolts with the old antenna. Reports from listeners, both in the KNX primary coverage area and throughout the 11 western states which KNX serves, state that their reception is definitely stronger and that KNX now is over-riding local interference.

Washington Legislature Studies Radio Measures

HEADED by a proposal to place a tax of 50 cents per watt upon its broadcasting stations, the Washington state legislature during the last two weeks has had placed before it five measures affecting radio. The tax measure, designed to raise revenue, is viewed as illegal, since radio is definitely held to be interstate commerce, subject only to such regulation, including taxation, as the Federal government may impose.

Two of the measures relate to libel and slander over the radio, and propose extension of the liability to include stations as well as speakers. Another pending bill, socialistic in its intent, proposes that the state take over all public utilities, including broadcasting, with the compensation to be fixed by a state board.

EQUIPMENT

KFRC, San Francisco, Don Lee station, has installed three new-sound proof monitoring booths and client's rooms. Studio control desks, compact and no larger than an average size office desk, designed by Harold Peery, chief engineer for the Don Lee Broadcasting System, and built by the members of the engineering staff, have been installed in each of the monitoring rooms. Each of the studios has individual monitoring.

NEW Western Electric equipment is being installed by WWVA, Wheeling, W. Va., including dynamic microphones for three studios, noiseless fading equipment and W-E low and high level amplifiers. When complete the station will have two complete channels of studio equipment, one Western Electric and the other RCA.

COMPLETION of its new Blaw-Knox radiator has greatly boosted signal strength, according to W9XBY, Kansas City. The 144-foot radiator is located at Indian Village, just south of the city limits, and has been marked as a warning to aircraft.

KHSL, new 250-watt station at Chico, Butte county, California, authorized in January by the FCC, is installing RCA equipment and hopes to be on the air on 950 kc. in March, according to Harold Smithson, in charge.

A TINY velocity microphone perfected by Amperite Corp., New York, provides uniform output no matter what the angle of the speaker's head. Using new chrome aluminum magnets and weighing only 8 ounces, it has an output level equal to a large velocity microphone and a frequency range from 60 to 7500 cycles. It is 2½ x 1¼ x ⅝ inches in size, and is worn hanging from the speaker's neck.

FACTS WILL SELL MORE TIME THAN ADJECTIVES!

•

Show your prospects that they can get more listeners per dollar on your station, and you have gone a long way toward making more sales.

A Soby audience survey will provide FACTS about the radio audience — FACTS that have a definite sales value!

Write for complete information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Avenue
Wilkinsburg, Pittsburgh, Pa.

COVER THIS SPOT IN TEXAS

600,000 POPULATION

LETTERS FROM LISTENERS ESTABLISH THIS KFJZ PRIMARY MARKET

Retail Advertisers show a decided preference for KFJZ in Fort Worth. KFJZ with its power of 100 watts does the job at lower cost. KFJZ's organization offers YOU efficient merchandising cooperation.

LOWEST RATES

KFJZ FORT WORTH

CONGRESS
is in session

Already this interesting assembly has attracted thousands of people to Washington . . . Society, too, has taken on vivid color as guest lists read like a World's "Who's Who". You will enjoy Washington this winter.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

Road to Success in Radio

(*Continued from page 7*)

of program compared to dollars of merchandise sold.

And again there are innumerable programs that can never climb into the exclusive first 20 in popularity which, however, are excellent advertisements when viewed from the standpoint of cost and merchandise sold. I don't think I need explain the possible reasons behind these facts. I'll sum up this thought with the statement: A $20,000 a broadcast program might be a terrific audience getter and yet a comparative flop as an advertisement. And an inexpensive program might be the finest sales getter although its audience might be comparatively small.

Listeners and Sales

ALL THIS leads to a recognition of the two most important factors in a successful program: First the program must attract the largest number of the desired type of listener; second, it must have intelligently handled sales effort to make the greatest number in that group buy your product.

An intelligently handled sales effort is not only a matter of copy either. The ideal program adds to its attraction of a wide audience, a subordination of the show or stars, and ready identification of product. In other words the listener enjoys the entertainment but whenever he thinks of the program he unconsciously must think also of the product name—for instance, "Maxwell House Showboat", "Fire Chief" and several others. And then the ideal program subordinates the star to the product. Perhaps the best example in radio history is the Fire Chief Program.

One of the more subtle uses of radio is the elimination of sales resistance that results from the public's fear of appearing foolish by asking for a product the pronunciation of whose name is uncertain. A reader sees an ad and he is uncertain of pronunciation of the product's name. Radio can overcome this by frequent emphasized correct pronunciation of the name by the announcer. For instance when I saw Ipana with the mark over the "I" I thought well, that's Ipana. The radio program taught me to say Ipana. The announcer on the air says "We prefer to call it Nestles, but call it Nestles, or Nestle's, it's still the best, etc. etc." And in my opinion that's a very smart handling of that problem because the brains behind it understand the psychology of the mass mind. He tells you the correct pronunciation in a way that only suggests it as their preference, and then goes on to let you keep your self respect by letting you feel you were always right when you said Nestles. There are others along the same line such as Cliquot, Campana, Seiberling, etc.

Color Appeal

ANOTHER of the more subtle uses of radio—obviously attempting to overcome the advantage of color advertising to illustrate the package—is the description of the package on the air.

Radio can be used to personalize the manufacturer and his product. It can be used to reflect the policies and principles of the advertiser whether this is an initial effort at building good will or a necessary attempt to overcome consumer prejudice.

Where the product depends on its beauty of eye attraction, radio can be used to point to color advertising in the magazines. Or where the list of items is too great to handle on the air, radio can direct you to newspaper ads.

The radio program can be effectively used as a reminder at point of sale — in the form of window display and counter cards.

It can form the basis for bill board advertising, card cards, direct mail speeches and presentation at sales conventions, salesmen's portfolios, dealer announcements, trade papers, house organs, booklets and novelties. On the other hand newspaper ads and magazine ads may be used and should be either in whole or in part space to exploit the radio program. These activities serve to inspire the salesman, build up a strong dealer organization, and make more people listen to your program where they'll be exposed to your sales message.

"Radio is the facility — not the medium." The program is the medium. Proof? Here are the facts.

Programs can sap audience from competing stations. When the "Fire Chief" program started on the air three seasons ago within several weeks so great was the hysterical listening interest that "Eno's Crime Clues", itself a popular program, moved off its CBS spot opposite. A little while later Chesborough's Vaseline with its "Real Folks" moved off the competing spot on the Blue.

It's less difficult to buy network time on Thursday night than any other night of the week. Why? Because you have to buck two hours of Rudy Vallee and Maxwell House. Certainly I have made my point: The program is the medium.

And yet I wouldn't hesitate to buck almost any program on the air with the proper show. For instance, the survey which is most generally subscribed for by the agencies and advertisers rates Penner at nearly 50% of the sets. Maxwell is rated above 40%. Even the 50% remainder is a terrific audience.

In an attempt to compete with the Texaco program CBS finally put Jessel opposite Wynn. In my opinion that was not smart. I'd have bucked Wynn with a terrific-gripping script show or a top popular musical program. It's reasonable to believe that if a person doesn't like Penner he's looking for another type of program. Build that type of program and you have a potential listener group nearly comparable to Penner's. And another thing harking right back to one of my early statements — it isn't entirely the size of your audience nor the cost of your program.

First I don't need 30 or 40 or 50% of the listeners. Even though the Texas Program has a high production and time cost, I would say offhand we could fall off in listeners to 15% and still have a well-spent advertising dollar, based on cost per set tuned in.

Listening Listeners

GENERALLY speaking, I would fight to the death with any advertiser. Well, almost to the death with any advertiser who wanted to put on a nice musical program that you can have turned on without distracting the listener from his reading or bridge game. No sir, I contend they've got to listen or turn it off. A listening listener is worth a handful of reading or card playing listeners. Of course this raises two nasty problems: First your show has got to have appeal so intense that Mr. Set Owner wants to listen. When you can make him "ssh" the kids or his wife's mother's conversation, you've got him.

Now comes the big advertising problem. You've got him listening to the entertainment but then you start to orate at him about your product. You start telling him what a wonderful rat trap you make, and how the rats love them. Mr. Listener has an uncanny ability to close his ears to your oration and start talking. And the son-of-a-gun can open them again almost at the note of entertainment.

So now we have the big problem of making your advertising interesting. When I said the ideal program had to have intelligently handled sales effort this is what I meant. The perfect advertisement is that which fits into the enter-

Here is your BIGGEST GEORGIA MARKET!

WGST offers you an audience of 1,106,387 people, and the cheapest coverage in the entire Southeast. The Atlanta area is the richest market in the South, because:

Atlanta is the
- Largest industrial center in the South
- Greatest railroad center in the South
- Educational center of the South
- Leading mail distributing point in Southeast
- Leader in Bank Clearings
- Seat of U. S. Government Activity in the Southeast

To reach this tremendous buying population, use

WGST
ATLANTA
1000 WATTS DAY
500 WATTS NIGHT

PAUL H. RAYMER, *Representative*
NEW YORK · CHICAGO · SAN FRANCISCO

Today WGST has the largest list of advertisers in the station's history, showing substantial gains in all fields of advertising appeal.
WGST maintains a staff of thoroughly trained men and women to help you with your radio program.

tainment as an integral part. It must be in the spirit and tempo of the show. It must, if possible, be as strong entertainment as the show. For instance, what we call the gag commercial.

Gag Commercials

IT HAS BEEN claimed by a few people that Jack Benny created the gag commercial. History records that Ed Wynn started on the air three weeks before Mr. Benny. However, we have a comedy program selling gasoline. Imagine the central character sticking to his horse. Imagine the advertiser paying thousands of dollars to have McNamee advertise his gasoline and Wynn won't let him. It's terrific: "I'll stick to my horse." And yet it's the psychology of comedy. I walk down the street like any other dope and I slip on a banana peel. That doesn't strike the on-looker as particularly funny, —but some dignified, self-important appearing gentleman with spats, top-hat and cane comes along, and he slips—well, you laugh, that's all. And it's because of the extremes of the situation, the personification of dignity and superiority — and, well it's just ludicrous.

Now, the gag commercial is comical. It is entertainment just as much and just as definitely as the operas, or the gag about the aunt or uncle. In fact, many people consider it the high-spot of the program.

There are three types of advertisers, academically speaking, as related to radio:

1. For instance, a radio tube manufacturer can use radio exclusively because everyone who hears his program is a user and hence a potential customer of his.

2. As an extreme example the Rolls Royce Co. He has no right even to consider radio.

3. But every manufacturer whose product is used by the great mass, food-stuffs, gasoline, clothing, can use radio effectively and should include it if his campaign is to be well rounded and complete.

Three Other Types

THE REASON for this is that approximately 30% of the radio sets are owned in towns of less than 2,500. The penetration of magazines and newspapers into this sized community is noticeably lower. This fact is undoubtedly linked up with the phenomenal increase in radio advertising, even during the depression while other media were falling off.

I said there were three types of advertisers, academically speaking. Viewed from the personal side there are also three types.

1. The advertiser who, having finally succumbed to the cajoling and persuasion of high pressure salesmanship, starts considering his program something like this: Let us assume it is he and I. I've just finished outlining a "natural". Something like advising Payson Terhune to sell dog biscuits, or Tom Mix to gather in the kids to sell them a children's product. Something equally obvious and natural.

He looks thoughtful for a moment and then it comes to him. "Oh! Yes," he says, "I've got it. My friend Joe Doak who lives next to me in Mount Vernon; you know the fellow who makes reversible underwear over in Bayonne. Well, he had a program on the air last year and it was very successful. Let me see what program did he have. Oh yes, he had a dance band and quartet." I throw up my hands in complete hopelessness, and he continues: "That's it—get me a dance band and quartet."

2. Then there's the president who wants opera-stars or symphony orchestras, either because he personally is fond of them, or would like to pose that he is. There may be another reason for his choice. He can feel proud among his neighbors as he commutes home on the 4:59.

3. But the most hopeless of all types is the guy who wrote "the book on radio". He might not even know that we try to follow the indications of nationwide surveys. No sir, he is the one person who knows the entertainment tastes of the great American public.

Well, that was all in fun. And now away from nonsense and back to seriousness. As I promised I am going to point out the high spots in the Fire Chief campaign as the best illustration of some of the thoughts I put forth.

Speed and Action

FIRST let me say, an advertising agency should function as a part of the advertiser's organization. So I'd like you to understand that in the case of Hanff-Metzger we do. We function with and under Mr. George Vos, advertising manager of the Texas Co.

Here we had a Fire Chief gasoline. You could just picture fire engines standing in the cold in the fire house, but just a step on the starter and the motor roars into action. You can picture Fifth Avenue or Main Street, sirens screeching, bells clanging, crowds on the sidewalk thrilled as the fire engines go roaring down the street. Why when we were kids the fire trucks gripped us in awe, almost fear, yet fascinated us. Even today as intelligent grown-ups we pause with a subconscious reaction similar to our childhood as the hose cart rumbles down the street.

We have speed, pep, power, action. The original "Fire Chief" program with the hysterical Wynn and McNamee and Don Voorhees' band, brass and plenty of it playing only fast tunes, a male chorus of 8; certainly interpreted speed, power, virility. And, of course, all of it applied to fundamental entertainment. Today Ed Wynn is the Fire Chief. You can't think of him except as the Fire Chief. You can't think Fire Chief without gasoline. You think of it every time you hear the siren and bell.

Today the Fire Chief is an established entertainment appeal so this year we thought we might increase our audience by giving the music more importance than just using it as supporting factor. Accordingly we started to analyze surveys and public tastes. We found that Eddy Duchin right opposite Ed Wynn was getting himself a satisfactory listening audience, so the choice of a popular orchestra was not exceedingly difficult. Then to prevent confusion of identity we hired Duchin exclusively. You hear Duchin on sustaining programs from the Casino or from wherever he is playing, but you don't think of any advertising association other than Texaco, withal quite intelligent but yet very simple.

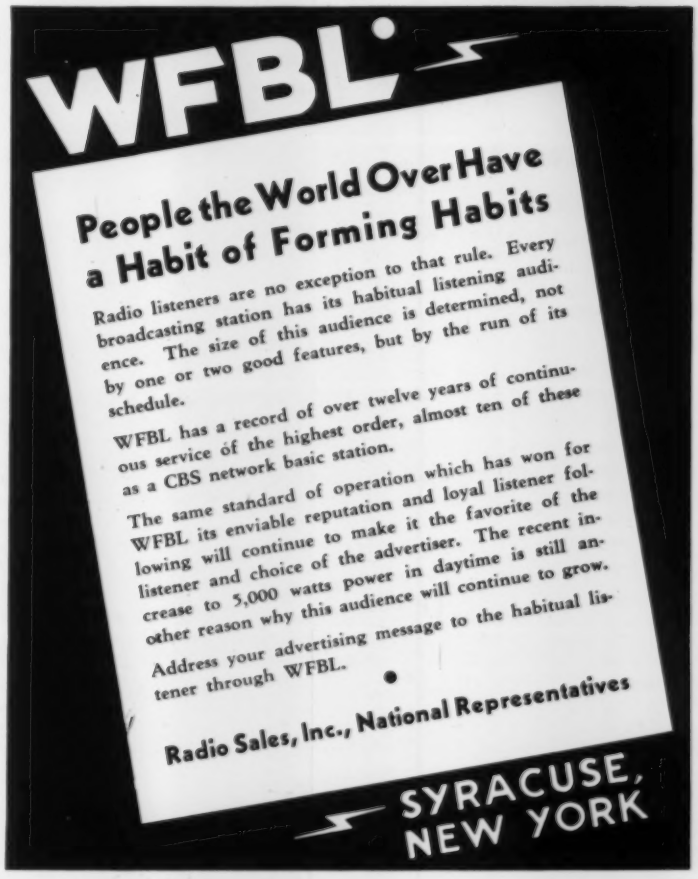
Radio is no different than any other activity, even life. Technically it is like any other effort. If we start with enough accurate facts, conscientiously apply common sense or as Ed Wynn would say "Horse Sense", we stand a good chance of success.

There is no black magic about radio; it responds to the same kind of solution that makes for success elsewhere.

And again, like life — in radio there is no "Royal Road to Success".

Tareyton's Shorts

USING six stations in Philadelphia, Baltimore and Washington, American Tobacco Co., New York, inaugurated the shortest program in the history of commercial radio Feb. 25, in behalf of Herbert Tareyton Cigarettes. The complete programs, which are transcribed, take only 15 seconds, and are heard 12 times a day through WCAU and WFIL, WFBR and WCAO, and WJSV and WOL. They comprise music, singing and comedy. Most of the spots are timed after six p. m., but there are one or two exceptions, in which they are heard during the late afternoon. Lawrence C. Gumbinner, New York, is the advertising agency, and the transcriptions are being made by Jean V. Grombach, Inc., New York.


WFBL
People the World Over Have
a Habit of Forming Habits
Radio listeners are no exception to that rule. Every broadcasting station has its habitual listening audience. The size of this audience is determined, not by one or two good features, but by the run of its schedule.
WFBL has a record of over twelve years of continuous service of the highest order, almost ten of these as a CBS network basic station.
The same standard of operation which has won for WFBL its enviable reputation and loyal listener following will continue to make it the favorite of the listener and choice of the advertiser. The recent increase to 5,000 watts power in daytime is still another reason why this audience will continue to grow.
Address your advertising message to the habitual listener through WFBL.
Radio Sales, Inc., National Representatives
SYRACUSE, NEW YORK

How Radio Was Covered on the Hauptmann Verdict . . .

(*Continued from page 5*)

verdict, for which plates had been cast in anticipation.

At 10:34 p. m. the jurymen filed into the box. The preliminaries being over, the verdict was announced by the foreman, the jury was polled, and then Justice Trenchard allowed newspapermen to leave the courtroom to file their flashes. In the meantime — at 10:42—the A. P. had killed its false report. At 10:45, along with the other press associations, A. P. sent out the correct verdict.

Both national networks and many independent stations carried the false report on the air at some time between 10:32 and 10:42. Then at 10:46 they anonunced the correct verdict, generally with an explanatory sentence such as "This is a correction of the previous report which said that Hauptmann had been found guilty with a recommendation to mercy." Transradio Press got its flash to clients under way at the same time as the press associations were carrying the correct verdict.

The New 1935
McKittrick Directory
of
Advertisers

10,000 National Advertisers, Officers, Sales and Advertising Managers, Advertising Agencies placing accounts, Account Executives, Appropriations.

Corrected Weekly

Entire service	$75.00
Eastern service	40.00
Western service	40.00

Write for particulars

George McKittrick & Co.
108 Fulton St., New York
185 No. Wabash Ave., Chicago

Source of a "Scoop"

JAMES W. BARRETT, formerly city editor of the *New York World* and of the *New York American*, told BROADCASTING that A. P. had been running from five to ten minutes ahead of United Press in its reporting of the events at Flemington on the night of Feb. 13. On each previous occasion during the evening A. P. messages had been confirmed within this space of time by U. P. reports. When the 10:30 flash was received from A. P., he had to make up his mind whether he should put it out at once, or wait for U. P. to come through. Since A. P. had been faster before, he assumed that it was again showing its speed, and put out the flash. At 10:42 he relayed the "kill", and at 10:45 the true verdict.

Neither newspapermen nor radio executives believe that any blame can be attached to the Press-Radio Bureau *per se* for the difficulties which it caused its clients. It is pointed out that managing editors throughout the country who subscribe to A. P. and one other service, either U. P. or International News, had to make the same decision as Barrett, and most of them decided just as he did. In New York, Hearst's *American*, which of course relies largely on the Hearst services, nevertheless printed more than 25,000 copies containing the false verdict before the "kill" was received.

The *Daily Mirror* has no A.P. franchise, but one of its reporters made the same mistake as did an A.P. man, and they also had thousands of copies printed before they caught the mistake.

Within an hour of the event, A. P. sent out over its wires an explanation to editors reading: "When word that a verdict had been reached . . . flashed through the courtroom, confusion reigned briefly. In transmitting the verdict from one part of the courthouse to another, the Associated Press's report of the decision was garbled and first word to reach waiting newspapers was that the jury had found Hauptmann guilty, but with a recommendation for life sentence instead of the death penalty."

Next day the A. P. told a different story. The statement follows:

Flemington, N. J., Feb. 14 (AP). —A misunderstanding of code signals last night resulted in the Associated Press flashing an erroneous verdict in the Hauptmann case.

In transmitting the report, the decision was garbled and the first word to reach waiting newspapers was that the jury had found Hauptmann guilty, but with a recommendation for life sentence. The correct verdict was guilty, with the death penalty.

Short-wave transmission, employing code, was set up to cover the verdict. The staff had been cautioned not to confuse signals and to be certain that the signals received were from the Associated Press representative.

When word came from the courtroom that the jury was ready to report, however, the Associated Press man on the receiving end picked up the wrong code signal, resulting in the erroneous and premature flash.

The courtroom being closed, minutes passed before knowledge of the error was learned. The flash and bulletins were killed but too late to catch some editions of newspapers which had issued extras.

The Scripps-Howard *New York Telegram*, gloating over the discomfiture of the A. P. and pointing with pride to the spotless record of the U. P. said with restraint: "The above . . . differs somewhat from its first statement." The *New York Times* also explained frankly how radio was caught in the dilemma, and credited Transradio for its accuracy. Other newspapers and newspapermen generally were much less restrained in their criticism of the reasons advanced by A. P. in the second message, which they contended were inconsistent with the facts. Neither were they very kind to the A. P. man at Flemington who said it was "a mechanical failure".

In its evening report Feb. 14, Press-Radio Bureau carried the following item: ". . . Meanwhile the mystery of how a reported verdict of 'guilty, but with a recommendation of mercy,' was broadcast and published last night was explained by the Associated Press. The news service said it had established a system of code signals for getting the verdict, and that the man receiving the signals misunderstood part of the message."

Five days later, A. P.'s carefully built reputation for accuracy received another shock, when the Supreme Court handed down its decisions in the gold cases. Newspapermen covering the court were puzzled by the ruling that the government's abrogation of the gold clause in Liberty Bonds was unconstitutional, since it was coupled with a denial of relief to the plaintiff. A. P. at first emphasized the latter aspect of the ruling, and then sent out a "kill" with a substitute flash, saying that the government had "lost" the Liberty Bond case.

Editor Barrett, no longer disposed to rely on the AP's reputation, took time out to check the story with the AP's rivals, and saved himself a repetition of the previous week's embarrassment.

U. P. has been consistently cautious in handling recent news events of outstanding importance, perhaps remembering the false Armistice reports in 1918. On the night of the Hauptmann verdict, it sent out a message to editors: "We will not flash the verdict until it is read by the jury." Newspaper editors and broadcasters, reading this, have made the mental addition: "A. P. please copy."

* * *

Yankee Takes Steps

BECAUSE of alleged glaring errors in Press-Radio releases, the Yankee Network announced Feb. 19 that it "has been compelled to take steps that will insure accurate news" for its listeners. In the future no Press-Radio news flashes will be accepted by the stations of the Yankee Network until the Yankee Network News Service shall have been informed of the content of the releases, and then they will be accepted only after they have been verified by the Yankee Network News Service.

"Since the Yankee Network News Service was organized," said its statement, "it has striven to bring accurate, up-to-the-minute news to its great listening audience throughout New England. To get the news first, and to get it accurately has been its main objective.

"During the past few weeks other news services have brought inaccurate reports to the listening public through the Yankee Network stations. This news service, which is the Press-Radio Bureau, secures its news from the Associated Press, the United Press, and the International News Service, and it has an agreement with the Columbia Broadcasting System whereby, in the past, it has cut in on Columbia programs coming through the Yankee Network stations, at will."

RADIO will be used with other media in a campaign by associated railroads of Pennsylvania to combat adverse legislation, with Al Paul Lefton Co., Philadelphia, handling the account.

You don't have to look very hard or far to see that its cents-able and wise... in Los Angeles, to put your "spot" programs on this popular Southern California station ... and when we mention that the "spot" rates on KFWB are 50% to 60% lower ... putting you on the "spot" twice for the same money... there's no argument. For "spot" testimonials write to KFWB LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood, Calif.
Free & Sleininger, Inc; Exclusive Representatives

Banks in Kentucky Turn to Broadcasts

Two Large Institutions Use Radio, Merchandising Tie-ins

SINCE Jan. 1, two of Kentucky's largest banking institutions — the First National Bank and the Kentucky Title Bank & Trust Co. and the Citizens Union National Bank and Fidelity & Columbia Trust Co., —have turned to radio advertising. The first organization goes on the air over WAVE, Louisville, each week day with 15-minute news bulletin service at 5:30 p. m. The latter banking group presents its *Galaxy of Stars* program over the same station Sunday evenings at 6:30.

Ralph Gifford, president of the First National Bank, was highly pleased with the first news broadcast Feb. 18. He said: "We believe in the value of a constantly changing program such as world news broadcast daily, not only from a promotional advertising standpoint, but in such a program's constructive efforts combined with dignified advertising."

Short Waves Used

THIS radio news furnished by Transradio News Service required the installation of short wave equipment in WAVE studios. Chief Engineer Wilbur Hudson, who was once in the Navy radio service, handles the reception of bulletins by short wave, and Homer Burton Blackwell, staff announcer, rebroadcasts the news over WAVE's regular airlanes.

Famous stars of the operatic and concert stage appear as guest artists on the *Galaxy of Stars* program, designed to depict the real stability of business and opportunity for advancement; show the employe his economic relationship to his job, and the necessity of earning a profit on the capital that employs him; inspire people to a more solid estimate of the old-fashioned virtues of thrift, dependability and hard work, and to guide the thinking community along sound financial lines.

As a supplement to the broadcasts the banks have done extensive advertising by means of display ads in newspapers, window posters, printed blotters and slips inserted into depositor's financial statements calling attention to the time of the broadcasts and the type of entertainment to be presented. The two banking organizations are among the largest in Kentucky. The 52-week contract signed by each one was negotiated by James Cox, WAVE commercial manager.

Silver Dust Series

WBS is recording *The O'Neills* off the CBS network thrice-weekly for the Gold Dust Corp., New York (Silver Dust). The transcriptions, 15 minutes in length, started Feb. 11 on KRLD, Dallas; KTRH, Houston; KTSA, San Antonio; WACO, Waco, Tex.; KGKO, Wichita Falls, Tex.; WDSU, New Orleans; KWKH, Shreveport, La.; WKY, Oklahoma City; KVOO, Tulsa; KLRA, Little Rock, Ark.; WMC, Memphis. The account is handled by Batten, Barton, Durstine & Osborn Inc., New York.

WLS Excursion

SOME 165 vacationers left Chicago Feb. 14 on a special train for a Mexican tour under the joint auspices of the farm paper *Prairie Farmer* and its radio station WLS, Chicago. After stops at Laredo, Monterey, Saltillo and Mexico City, the party visited the famous Borda Gardens at Xochimilcho, the pyramids of Teotihuacan, the Shrine of Guadalupe, and other Mexican points, returning to Chicago Feb. 25 after stopovers at San Antonio and New Orleans. Burridge D. Butler, president of WLS, accompanied the party as far as Guadalajara, going to the Butler ranch near Phoenix, Ariz., for the remainder of the winter.

Revised Fee Plan On Disc Programs

Split Commission Described As Big Help to Radio

THE ARRANGEMENT between World Broadcasting System and Free & Sleininger Inc., involving a new compensation plan for production and creation of transcription business, is explained by James L. Free, president of the station representatives organization, in a letter made public Feb. 23. He called the arrangement "the biggest single contribution to the good of our industry in 1934." The substance of the letter follows in full text:

For a long time we have been concerned about the decreasing volume of transcription program business. While our organization has always done considerable work promoting sales of this type of business, it has not been practical for us to set up elaborate facilities for the presentation, sale, and production of high grade transcription programs. Obviously, no one exclusive representative of a limited number of stations can afford to carry the entire burden of transcription vs. network sales effort, for the benefit of all radio stations.

After considerable study of this problem, we worked out a simple, practical solution, and last September presented it to the World Broadcasting System, the sole surviving organization with adequate equipment and qualified personnel to create and sell spot program ideas, and produce them.

We proposed that WBS concentrate its efforts on the creation of transcription business, and withdraw from placement of station time. Instead of demanding a 15% commission on station time, we suggested substitution of a *program production fee equal to* 7½% of station time, payable by the station to World on all commercial transcription programs created by World. We, in turn, voluntarily offered to reduce our compensation from our stations to 7½% on World "tailor made" transcription programs.

An unsuccessful effort was made to get other exclusive representatives to agree to this plan. Finally, after months of negotiation, World Broadcasting System agreed to go ahead and offer this plan to all stations represented by Free & Sleininger, and any others that want it.

Thus, total sales cost on transcription business for Free & Sleininger stations is 15%, the same as on other national business, and a fair compromise has been made which enables our organization, World, and the stations to work together like one happy family for a larger volume of transcription business. We unblushingly believe this is the biggest single contribution to the good of our industry in 1934, and are proud of the fact that we planned and carried it through.

Jello Retains Benny

GENERAL FOODS Corp., New York (Jello) will continue sponsorship of Jack Benny and his troupe through the spring and early summer, with the possibility that the comedian may take a 13-week vacation in summer and return for Jello in the fall, according to official reports that set at rest previous announcements that General Tires would sponsor Benny in the summer while Jello sponsors him in the winter. Contract for the NBC-WJZ network Sundays, 7-7:30 p. m., and with the artists have been renewed with this understanding through Young & Rubicam, agency handling the account.

Yankee and the Law

MICROPHONES and transmission equipment of the Yankee Network have been installed in the office of Paul A. Dever, 32-year-old Attorney General of Massachusetts, as an expansion of the public service aspects of the network, according to John Shepard 3d, its president. "The action of Mr. Shepard," the Attorney General declared, "in placing in the office of the attorney general the facilities to broadcast to the entire commonwealth of Massachusetts, is but a further evidence of his public spirit."

WFBG

ALTOONA, PA.

1310 kilocycles

100 watts

The Ideal Outlet

for

Central Penna. Coverage

Write Roy Thompson

"Voice of the Alleghenies"

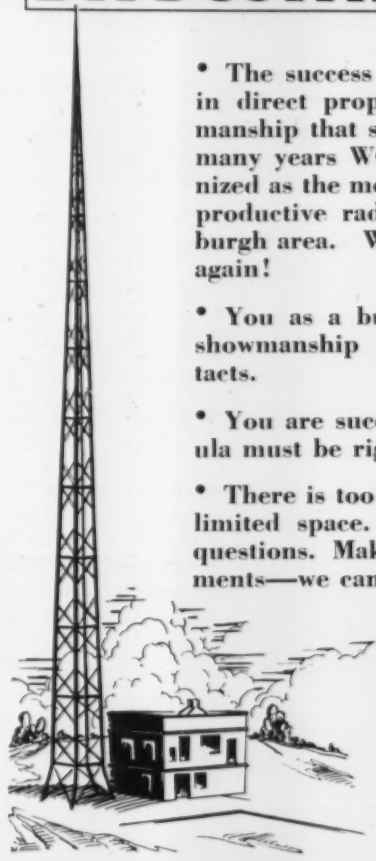
SHOWMANSHIP

• The success of a radio station is in direct proportion to the showmanship that station displays. For many years WCAE has been recognized as the most popular and most productive radio buy in the Pittsburgh area. Why?—Showmanship again!

• You as a business man, display showmanship in your daily contacts.

• You are successful, so the formula must be right!

• There is too much to say in such limited space. Write to us. Ask questions. Make us prove our statements—we can and will!



WCAE

PITTSBURGH, PENNA.

1220 KILO. 1000 WATTS

BASIC RED NETWORK

5 NEW NETWORK SPONSORS

Wide-awake advertisers realize that ABC offers radio's greatest coverage value at the lowest cost today.

Wire, phone or write for details

AMERICAN BROADCASTING CO.

711 FIFTH AVE., NEW YORK

"CAN" AIN'T "IS" IN ANY LINGO!

Of course you *can* get a lot of stations on your set. But don't you usually listen to your local station? Well, we do the same, down here . . . For every hundred Louisville people who listen to any outside station, there are *thousands* who listen to WAVE . . . And what do those thousands cost you? We think you'd be surprised! . . . N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Crisis in Radio-Press Relations

(Continued from page 6)

mentators have sufficient material for their broadcasts.

To the latter school belong such leading independent broadcasters as WOR, Newark, most important of Transradio's station clients, which for several months has been carrying four 15-minute news periods daily plus the flashes from Transradio on a sustaining basis, and which effective March 12 has sold three of the 8-8:15 a. m. periods weekly for sponsorship by the Fischer Baking Co., Newark; KNX, Hollywood, operated by Guy Earl, former publisher of the *Los Angeles Express* and one of the strongest exponents of news broadcasts, whose station flashes news periodically throughout the day, both sponsored and sustaining; and John Shepard 3d, president of the Yankee Network, whose Yankee Network News Service covers New England extensively with its own reporters both for itself and for Transradio. Mr. Earl's station, incidentally, for several years bought United Press service at a fancy price until that organization, apparently at the behest of publisher clients, withdrew it.

Transradio Clients

TRANSRADIO has not revealed its list of 150 clients, but many of them are known in radio circles, some being newspaper-owned. They include WLS, Chicago, owned by the *Prairie Farmer*, important agricultural journal; KSTP, St. Paul, whose manager, Stanley Hubbard, was instrumental with Guy Earl in forming the Radio News Association, now incorporated into Transradio; WJAS, Pittsburgh; KWK, St. Louis; KMBC, Kansas City; WHO, Des Moines; WCLO, of the *Janesville* (Wis.) *Gazette*, and the eight Michigan Network stations.

Mr. Moore asserts that he will welcome competition if any of the press associations should decide to go into the radio field on a pay-for-service basis, without restrictions as to broadcast use. In turn he will sell Transradio service to newspapers, many of whom have already asked whether the service is available for publication purposes, he asserts. So far, according to Mr. Moore, Transradio has elected to serve radio only.

Transradio is said to be operating on a $10,000-a-week budget and with "plenty of backing", getting its news from its own correspondents throughout the country, with bureaus at strategic locations and with a London office. It is covered on worldwide news by Reuter's, Ltd., important British press association which recently severed its exclusive American tieup with Associated Press. In addition, it subscribes to Central News which has bureaus in New York, Washington and London, specializing in news of the financial world. Transradio's news is distributed by direct Bell teletype circuits and by short wave radio. For the latter delivery the code circuits of Press Wireless Inc., are used for pickup by stations properly equipped and within range—an arrangement said to be working very satisfactorily despite the vagaries of the short waves.

Transmission Methods

PRESS Wireless is owned and controlled by five big newspaper organizations—the *New York Times*, *New York Herald-Tribune*, *Christian Science Monitor*, *Chicago Tribune* and *San Francisco Chronicle*. It was organized primarily to handle press traffic for American newspapers, its federal license requiring that it be operated not alone for the newspapers controlling it but for all the press on a public utility basis. Transradio pays regular rates to Press Wireless for its transmission service, and its relations with that organization have remained most cordial.

Press-Radio Bureau derives its supporting income chiefly from the networks which pay on the basis of the number of stations taking the twice daily five-minute periods and the news flashes of "transcendent importance" that are furnished. Stations wishing special Press-Radio Bureau delivery, and about a half dozen newspapers using its national news to bolster up their local news broadcasts, obtain overhead telegraph delivery by paying the tolls and a nominal fee of $12.50 per month. The press associations furnish their full news reports on a no-cost basis "as a public service" of American newspapers.

That Press-Radio Bureau has liberalized its news service to stations far beyond the 30-words-per-item limitation imposed by the "program" of last year, is well known. The breaking of important news, the demands from the networks and stations and public, and the growingly liberal attitude of the three press associations supplying Press-Radio Bureau with their full news reports account for the change from the original plans. More than that, James Barrett, editor of Press-Radio Bureau and former city editor of the old *New York World*, is one of those who firmly believes that the broadcasting of news does not hurt newspaper circulation but actually stimulates readership because it whets the appetite for further details.

Radio's Sphere

MR. BARRETT apparently shares with William Randolph Hearst—eager user of all the radio time he and his newspapers can get, owner of five broadcasting stations and seeker after others in practically every one of the cities in which he has newspapers—the belief that radio will not sound the death knell of published news and advertising. The physical limitations of radio and the fact that people look to it for abbreviated reports of news coincidental with its chief substance, which is entertainment, appear to substantiate this idea.

In other columns of this issue the details of the Hauptmann, gold and other news events of the last few weeks are carried, as well as the story of the Pittsburgh situation where the press-radio "program" appears to have broken down completely. That Press-Radio Bureau was an unfortunate victim of circumstances for which the Associated Press is primarily responsible in the Hauptmann case, is manifest. According to Mr. Barrett, the liberalization of Press-Radio Bureau's policy toward radio was amply shown in the last year when restrictions were practically removed on major stories. For example, it was learned that something like 10,000 words a day were delivered to the networks on the progress of the Hauptmann trial, with NBC carrying as much as two hours daily.

The publishers and press association people and their spokesmen, smug in their conviction that they and the A. P., U. P. and I. N. S. alone are adequately equipped to gather news, still are charging that much of independent radio's news is lifted. The fact remains, however, that no definite proof of such lifting has ever been made public and that none of the press interests have ever brought legal action against Transradio or any other news service or newspaper supplying radio with news. That many individual publishers are violating the press-radio "program", broadcasting whatever news from their columns and their press associations they please through their locally owned or affiliated stations, is also well known in radio circles. The situation in Pittsburgh is an outstanding example.

Plans for the Future

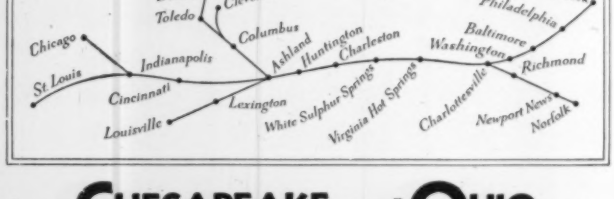
WHATEVER is done to discard, modify or bolster the Press-Radio Bureau setup—and there are publishers who would raise no objections to the outright sale of news to radio stations by U. P. or I. N.

You Can Hear
Your Station's Broadcast
When You Ride these Famous Trains
THE GEORGE WASHINGTON
THE SPORTSMAN • THE F. F. V.
The Finest Fleet of Air-Conditioned Trains in the World!
Genuine Air-Conditioning All Year 'Round

C AND O

No need to wonder what's on the air when you're traveling. Relax in an easy chair in a Chesapeake and Ohio lounge car — hear your favorite broadcasts — and listen to passengers' comments. An interesting cross-section of America's audience travels daily on Chesapeake and Ohio — people who appreciate the highest type of service, and soundest economy. There's no extra fare for genuine air-conditioning, absence of dust, dirt, cinders and drafts. No premium on clean, fresh, mild air. No high tariff for the most delicious foods. A man-size dinner, for instance, costs only 75c on Chesapeake and Ohio. Try it sometime.

The ticket agent of any railroad can route you on Chesapeake and Ohio. Insist upon it!



CHESAPEAKE and OHIO

S., if not the mutually-owned A. P., as done in England by Reuters—the recommendations probably will come first from two coordinate committees, the Publishers National Radio Committee formed by the American Newspaper Publishers Association, and the governing committee of Press-Radio Bureau.

Chairman of the Publishers National Radio Committee is E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item*. Its other members are John Cowles, publisher of the *Des Moines Register & Tribune*, which operates three Iowa radio stations; James Stahlman, publisher of the *Nashville Banner*, and Edwin S. Friendly, business manager, *New York Sun*.

Mr. Friendly also is chairman of the executive committee of the Press-Radio Bureau, which includes Frank Mason for NBC; Paul White for CBS; Hugh Baillie for U. P.; Lloyd Stratton or William F. Brooks for A. P. and J. B. Connolly or J. D. Gortatowski for I. N. S. A seventh place on this committee is kept open for the National Association of Broadcasters whose president at the time the press-radio "program" was formulated and agreed upon, Alfred J. McCosker, director of WOR, refused to enter into the agreement on behalf of the broadcasting industry.

Sponsored Radio News Opposed by Inland Press

APPROVAL of the first year's operations of the Press-Radio Bureau, and disapproval of the sponsorship of news by radio, were expressed in a resolution adopted Feb. 21 by the Inland Daily Press Association, comprising non-metropolitan newspapers, at its convention in Chicago. The resolution follows:

"Resolved, that Inland Daily Press Association is opposed to the sale of news by press associations, either directly or indirectly to advertising sponsors for broadcast purposes; second, that operations of the Press-Radio Bureau be approved; third, that we recommend to the Publishers National Radio Committee that the present cooperative arrangement with the broadcasters be maintained and all independent broadcasters be asked to join this cooperative movement."

Announcers' Fraternity

PROPOSING the formation of a national organization of announcers for the exchange of ideas and information regarding the accomplishment of the radio announcing fraternity, Varl Bratton, chief announcer of WREN, Lawrence, Kan., on Feb. 26 addressed a letter to announcers throughout the country asking for their opinions. His idea, he states, would be to hold local meetings, appoint delegates to sectional meetings and from these send delegates to a national convention. Mr. Bratton asserts that he has no thought of an "announcers' union" but rather wants a medium for exchanging ideas.

Transradio Scoops HauptmannVerdict

Correct Version Is Broadcast Seconds After Jury Returns

TRANSRADIO Press Service, exclusive radio press association, covered itself with glory as Press-Radio Bureau, radio service of the newspapers, suffered the consequences of a colossal editorial blunder in the handling of the verdict in the celebrated Hauptmann murder case on Feb. 13. A false flash, given to the networks by Press-Radio Bureau, which in turn, obtained it from the Associated Press, stated that Hauptmann had been saved from the electric chair through a recommendation of mercy from the jury. This was not corrected over CBS until 10.40 p. m., or nine minutes later, according to officials of that network, while NBC made the correction on the basis of later information at 10.45 p. m.

Delay in Correction

ACCORDING to Transradio, the correct flash was sent to its associated stations and broadcast by short-wave a fraction of a minute after 10.44 o'clock, when the verdict was returned. It was broadcast in New York by WOR, Transradio subscriber, and simultaneously by other stations promptly at 10:45 p. m. "The false verdict, flashed 14 minutes before that time by the Press Radio Bureau," said the Transradio announcement, "was not corrected on the National and Columbia networks until several minutes after the Transradio flash had gone on the air."

WOR did not make the incorrect announcement, but awaited the Transradio flash. Both before and after the verdict, the station broadcast street sounds outside the court house, with Jeff Sparks and Kenneth Fickett, commentators of the station, milling through the crowds and broadcasting a running story of the action.

Transradio broadcast a running account of the trial via short wave for world reception, in addition to its handling of the story for client stations. Dixon Stewart, city editor, who covered the trial, is claimed to have been the first to get the verdict out of the courtroom, using an ingenious relay system of colored handkerchiefs to signal waiting messengers. Mr. Stewart formerly was with the United Press, and also was on the staff of the CBS news service, which ceased operation last March.

A clean beat of more than 15 minutes is claimed by WGN, Chicago, in the Hauptmann case, with its broadcast at 9:23 p. m. that Hauptmann had been found guilty and would be given the death penalty. As Press-Radio bulletins were announcing a death penalty with recommendation for mercy, WGN insisted that its own bulletin was correct, and then confirmed its own bulletin. The studio phone was connected with the *New York Daily News*, which had a code flash system.

RCA Shows a Profit

AS AGAINST a loss of $582,094 for 1933, RCA realized net profits for 1934 of $4,249,263, showing a profit in each of the four quarters of last year, according to the annual report to stockholders made public Feb. 26. Gross income of RCA and its subsidiaries from all sources amounted to $78,756,993, as compared with $62,333,496 for the preceding year—an increase of 26.3%. The substantial increase in earning permitted payment of dividend arrears on "A" preferred stock, and the total dividend paid on Feb. 19 in clearing up these arrears amounted to $4,519,610. The problem of meeting dividend arrears on "B" stock, the report said, still remains.

OLDS MOTOR WORKS, Lansing, Mich. (Oldsmobile) is sponsoring a series of WBS announcements *Headlines of 1934* on 159 stations, with more to be added in the near future. D. P. Brothers & Associates, Detroit, handles the series.

KOTEX Co., Chicago, is introducing Quest, a deodorant powder, on its *Story of Mary Marlin* program on an NBC-WEAF network. The account is handled by Lord & Thomas, Chicago.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
Hollywood, Calif.

SELL the Southwest Market with the Southwest System

SBS gives complete coverage—plus a sweet merchandising hook-up!

Twelve major stations in 12 major markets enable SBS to reach the great majority of Southwestern Radio homes! Add to this the kind of a merchandising job SBS permits Universal Mills to do—and you'll recognize the SBS network's unique advantages.

. . . Using 10 SBS stations, Universal broadcasts a live network show, featuring Alice Joy and presenting Southwestern Amateur Night, *from a different station each week*. . . . Miss Joy auditions available talent personally in each city and gets much local publicity and dealer interest . . . . The best of each area's competing talent is put on the network with Miss Joy in a public appearance show attended by dealers, customers and prospects. . . . An average of 120 dealers' names are broadcast as a definite part of each radio show—12 from each of the 10 stations for its own area!

This hook-up is building business for Universal. Let SBS show you what it can do for *you!*

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

GREIG, BLAIR & SPIGHT, Inc., National Representatives

NEW YORK CHICAGO DETROIT

SAN FRANCISCO LOS ANGELES

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

FEB. 13 TO FEB. 27, INCLUSIVE

Decisions . . .

FEBRUARY 19

WJAS, Pittsburgh—Granted CP move transmitter locally, install new equip.

KQV, Pittsburgh—Granted CP move transmitter locally, change equip.

NEW, Jack W. Hawkins & Barney N. Hubbs, Pecos, Tex.—Granted CP 1420 kc 100 w unltd.

KMBC, Kansas City—Granted CP new equip., increase from 2½ to 5 kw D on 950 kc unltd.

KCRC, Enid, Okla.—Granted CP change equip.

NEW, W. B. Greenwald, Hutchinson, Kan.—Granted CP 1420 100 w unltd.

KFRO, Longview, Tex.—Granted license for CP 1370 kc 100 w D.

KABR, Aberdeen, S. D.—Granted license for CP 1420 kc 100 w D.

WBIG, Greensboro, N. C.—Granted auth. determine power by measurement of antenna input.

WHBI, Newark—Granted modif. license to use WNEW transmitter.

WMFD, Wilmington, N. C.—Granted modif. CP move transmitter & studio locally, change completion to 4-11-35.

WMFG, Hibbing, Minn.—Granted modif. CP extend completion to 5-16-35.

WMBG, Richmond, Va.—Granted license for CP 1210 kc 100 w N 250 w D unltd. except Sunday.

KGFL, Roswell, N. M.—Granted modif. license to change hours from shares-KICA to spec. on 1370 kc 100 w.

KICA, Clovis, N. M.—Granted modif. license change hours from shares-KGFL to spec.

WREN, Lawrence, Kan.—Granted consent vol. assign. license to WREN Brdcstg. Co.

KGBX, Springfield, Mo.—Granted modif. exp. auth. transmitter site, directional antenna.

WHIO, Dayton, O.—Granted license for CP 1260 kc 1 kw unltd.

WREC, Memphis—Granted extension exp. auth. 1 kw N 2½ kw D to 9-1-35.

WDBO, Orlando, Fla.—Granted extension exp. auth. 1 kw D to 9-1-35.

MISCELLANEOUS — WWJ, Detroit, suspended CP move transmitter, increase from 1 to 5 kw LS, applic. set for hearing because of protest of WAAF; W. H. Henderson, Shreveport, La., dismissed protest re applic. Int. Brdcstg. Corp.; KWK, St. Louis, granted motion to strike protest of KWTO requesting FCC to set for hearing applic. of KWK for CP change equip., increase from 2½ to 5 kw D (granted Jan. 8); KDFN, Casper, Wyo., denied petition for reconsideration and grant of applic. to change from 1440 to 630 kc, set for hearing; WJW, Akron, denied petition for reconsideration and grant of applic. to increase D power, set for hearing; WHBC, Canton, O., denied petition for reconsideration and grant of applic. to increase D power, set for hearing; KQW, San Jose, Cal., applic. to move studio and transmitter, heretofore granted, retired to closed files; KMLB, Monroe, La., applic. install new equip., heretofore granted, retired to close files.

SET FOR HEARING—NEW, Oklahoma Press Pub. Co., Muskogee, Okla., CP 1500 kc 100 w unltd.; NEW, Mid-Central Brdcstg. Co., Kansas City, CP 1370 kc 100 w unltd. (facilities of KWKC); NEW, Walker Jamar, Duluth, CP 1200 kc 100 w unltd.; WHN, New York, CP change equip., increase from 1 to 5 kw D; WCBA & WSAN, Allentown, Pa., modif. license to increase from 250 to 500 w; WBNO, New Orleans, modif. license from 1200 to 1500 kc, increase hours from shares-WJBW to unltd.; WDGY, Minneapolis, CP amended to 5 kw D; NEW, Winger & Thomas, Chattanooga, Tenn., CP amended from 1420 to 1200 kc, hours from D to unltd., to be heard 3-20-35; NEW, Samuel N. Morris, Stamford, Tex., CP amended to 1420 kc 100 w spec., facilities of KFPL; NEW, Edward Hoffman, St. Paul, CP amended to 1370 kc 100 w unltd.; WEAN, Providence, R. I., extension exp. auth. additional 250 w N to 9-1-35; KGKO, Wichita Falls, Tex., extension exp. auth. 500 w N to 9-1-35.

APPLICATIONS DISMISSED (request of applicants) —NEW, Norman F. Storm, Centralia, Wash., CP 1500 kc 100 w; WBNO, New Orleans, vol. assign. license to Edw. R. Musso; KVOD, Denver, modif. license from 500 w to 1 kw D; NEW, D. E. Kendrick & W. E. Vogelback, Indianapolis, CP 850 kc 5 kw unltd.; KLS, Oakland, Cal., CP new equip., change to 250 w N 500 w LS, hours from D to unltd.; WCAZ, Carthage, Ill., CP change equip., increase from 100 to 250 w D spec., facilities of WDZ; KTSA, San Antonio, modif. exp. auth. 1290 kc 550 kc SA, 1 kw 5 kw, 1 to 6 a. m.; NEW, A. L. Boykin, d/b Tallahassee Brdcstg. Co., Tallahassee, Fla., CP 1310 kc 100 w unltd. (substitute applic. filed); NEW, A. R. Montgomery, Findlay, O., CP exp. station 1530 kc 1 kw.

ACTION ON EXAMINERS' REPORTS—KTAR, Phoenix, Ariz., granted modif. license from 500 w to 1 kw N 620 kc unltd., sustaining Examiner Hill; KGFK, Moorehead, Minn., granted CP move transmitter to Minnesota Point, Duluth, 1500 kc 100 w unltd., affirming FCC grant without hearing 1-30-35.

Mrs. Nellie H. Morris & W. C. Morris, Eagle Pass, Tex.—Hearing to be held at San Antonio, Tex., 3-15-35 on applic. transmit programs to XEPN, Piedras Negras, Mex., Commissioner Thad H. Brown and Assistant General Counsel George B. Porter to be in charge.

Farmers & Bankers Life Insurance Co. (KFBI)—Hearing to be held at San Antonio, Tex., 3-25-35 on applic. for renewal of license.

KMPC, Beverly Hills, Cal.—Action of 1-29-35 granting temp. extension license for three months reconsidered and subjected to whatever action is taken by Commission; after hearing in Los Angeles 4-8-35; KFWB, KGFJ, KRKD and KIEV, ordered to submit applic. for renewal.

RATIFICATIONS:

WOR, Newark—Granted auth. extend equip. tests 10 days (Feb. 13).

WJBO, Baton Rouge, La.—Granted auth. extend program tests 30 days pending action on license applic. (Feb. 13).

Lafayette Advertiser Gazette Co. Inc. granted petition to intervene applic. of Evangeline Brdcstg. Co., denied motion for continuance of hearing (Feb. 13).

KTRH, Houston, Tex.—Granted extension temp. auth. 1290 kc 1 kw 2½ kw LS 2-15-35 to 4-1-35 subject to action on pending applications (Feb. 14).

KMBC, Kansas City—Granted extension temp. auth. use present transmitter for 1 kw N pending action on applic. new equip. and power increase (Feb. 16).

Applications . . .

FEBRUARY 13

NEW, Amon G. Carter, Fort Worth, Tex.—CP 970 kc 5 kw unltd.

WOW, Omaha, Neb.—Modif. CP increase from 1 to 5 kw D, move transmitter, install new equip.

KJR, Seattle—CP move transmitter locally, install new equip., increase from 5 to 10 kw.

APPLICATIONS RETURNED — NEW, Salt City Brdcstg. Co., Hutchinson, Kan., CP 1500 kc 100 w (request of applicant); NEW, J. W. Birdwell & S. R. Jennings, Johnson City, Tenn., CP 1210 kc 100 w unltd.; NEW, Cole's Furniture Store, Potosi, Mo., CP 1310 kc 100 w D; NEW, Robert L. Sanders, San Pedro, Cal., CP 1180 kc 100 w D; WCFL, Chicago, extension exp. auth. unltd. time to 8-1-35 and modif. CP move transmitter to extend completion to 3-15-35 (unnecessary); NEW, Harold H. Hanseth, Fresno, Cal., CP 1410 kc 1 kw unltd., amended to D.

FEBRUARY 14

WEHC, Charlottesville, Va.—Exp. auth. operate simul-WEED, amended to 30 days.

NEW, A. R. Montgomery, Findlay, O.—CP 1570 kc 1 kw.

WGBI, Scranton—Extension exp. auth. use added 250 w to 9-1-35.

WPAD, Paducah, Ky.—CP move transmitter locally, amended.

WPAX, Thomasville, Ga.—CP change equip., increase from 100 to 200 w D.

NEW, Lawrence B. Holzman, Atlanta—CP 590 kc 250 w N 500 w D unltd.

WDAG, Amarillo, Tex.—License for CP as modified to increase power, install new equip.

WTAX, Springfield, Ill.—Modif. license to change from shares-WCBS to unltd., asks facilities of WCBS, contingent on change of WCBS to 1420 kc.

WLBC, Muncie, Ind.—CP change equip., increase from 50 w N 100 w D to 100 w N 250 w D, change hours from shares-WTRC N to unltd., amended to ltd.

WMT, Des Moines—Extension exp. auth. 1 kw 2½ kw D to 9-1-35.

WCBS, Springfield, Ill.—Modif. license from 1210 to 1420 kc, hours from shares-WTAX to spec.

KGEK, Sterling, Col.—Modif. license to change spec. hours.

APPLICATION RETURNED—WCFL, Chicago, modif. CP move transmitter to York Twp., Ill., requesting extension completion date (unnecessary).

FEBRUARY 15

NEW, Frank Lyman Jr., Portland, Me.—CP 1210 kc 100 w unltd.

WMMN, Fairmont, W. Va.—Auth. transfer control to W. Va. Brdcstg. Corp.

WJBY, Gadsden, Ala.—Auth. transfer 25 shares stock to Bascom Hopson.

NEW, D. B. Sutton, Miami, Fla.—CP 940 kc 500 w unltd.

NEW, D. B. Sutton, Miami, Fla.—CP 1210 kc 100 w unltd.

NEW, Lafayette Advertiser Gazette Co. Inc., Lafayette, La.—CP 1310 kc 100 w unltd.

NEW, A. O. Jenkins, Jacksonville, Fla.—CP 610 kc 250 w N 500 w D unltd.

KCTN, Pine Bluff, Ark.—Voluntary assign. license to Universal Brdcstg. Corp.

WDAE, Tampa, Fla.—Extension exp. auth. 2½ kw D, change equip., to 10-1-35.

NEW, Springfield Newspapers Inc., Springfield, Mo.—CP 1120 kc 250 w unltd., amended re transmitter location.

KPPC, Pasadena, Cal.—Modif. license from 50 to 110 w.

NEW, Northern California Amusement Co. Inc., Yreka, Cal.—CP 1500 kc 100 w unltd., amended re equip.

NEW, Walter L. Stricker & Curtis Larsen, Rock Springs, Wyo.—CP 1210 kc 100 w unltd., amended re equip., transmitter & studio location.

NEW, Victor B. Pitts, Raton, N. M.—CP 1500 kc 50 w D, amended re equip., hours.

KGMB, Honolulu—CP move transmitter locally, increase from 250 w to 1 kw, amended re transmitter & studio sites.

KPPC, Pasadena, Cal.—CP new equip., increase from 50 to 100 w N, 250 w D.

NEW, Carl C. Struble, The Dalles, Ore.—CP 1200 kc 100 w unltd.

FEBRUARY 16

WAAF, Chicago—CP move transmitter locally, install new equip., change from D to unltd. 500 w.

NEW, G. M. Electric Service Co., Stevensville, Mont.—CP 1500 kc 100 w unltd., amended re freq. & equip.

KOMO, Seattle—CP install new equip., increase from 1 to 5 kw D, move transmitter locally.

APPLICATION RETURNED—NEW, Maynard Dowell, San Diego, Cal., CP 1150 kc 100 w unltd.

FEBRUARY 19

WQDM, St. Albans, Vt.—CP install new equip., change spec. hours, change from 1370 to 1390 kc and 100 w to 1 kw, amended to change spec. hours.

WMFE, New Britain, Conn.—Modif. CP new station 1380 kc 250 w D, requesting equip. changes, extension completion date.

NEW, Roy L. Albertson, Buffalo, N. Y.—CP 1370 kc 100 w 250 w D, share-WSVS.

WMFE, New Britain, Conn.—Modif. CP new station 1380 kc 250 w D, extend completion to 5-16-35.

KADA, Ada, Okla.—CP new equip., change from D to unltd., 100 w to 100 w N 250 w D, amended to omit N power and N operation.

WLAC, Nashville—Vol. assignment license to WLAC, Inc.

WBHS, Huntsville, Ala.—CP move transmitter to Chattanooga, request change of call letters to WTVA, amended to request change in hours from 6/7 time to unltd.

NEW, Harold H. Hanseth, Fresno, Cal.—CP 1410 kc 1 kw N unltd., amended to 1 kw D.

NEW, D. A. Wark & H. H. Hedstrom, Twin Falls, Ida.—CP 1500 kc 100 w unltd.

APPLICATIONS RETURNED—NEW, Geo. D. Barber, Mineral Wells, Tex., CP 1420 kc 100 w ltd.; WJBC, Bloomington, Ill., license for CP change equip.; KFBI, Abilene, Kan., CP change equip., move studio and transmitter to Wichita; WAIM, Anderson, S. C., modif. CP new station 1200 kc 100 w unltd., change from 100 w to 100 w 250 w D; NEW, H. LeRoy Miller, d/b Minneapolis Broadcaster, Minneapolis, CP 1370 kc 100 w D.

FEBRUARY 20

NEW, George Bissell & Herbert Littlefield, Watertown, N. Y.—CP 1420 kc 100 w unltd.

WMC, Memphis—Extension exp. auth. 1 kw 2½ kw D to 9-1-35 (directional antenna).

WWL, New Orleans—Modif. license from spec. to unltd.

WJBW, New Orleans—Modif. license from shares—WBNO to unltd.

KECA, Los Angeles—Modif. CP as modified to extend completion to 6-15-35.

NEW, Wyoming Radio Educational Ass'n, Cheyenne—CP 780 kc 500 w & 1 kw unltd., amended to ask facilities of KGHL.

NEW, Ward Walker, Seattle—CP 760 kc 250 w N 500 w D unltd., amended re transmitter site.

NEW, Clark Standiford, Porterville, Cal.—CP 1420 kc 100 w unltd., amended re transmitter site.

APPLICATIONS RETURNED—WBOW, Terre Haute, Ind., CP change equip., increase from 100 to 250 w; NEW, R. R. West, Rock Springs, Wyo., CP 1200 kc 100 w ltd.; NEW, J. B. Kiefer, Los Angeles, Cal., CO 1480 kc 5 kw unltd.; WMC, Memphis, 780 kc 500 w 1 kw-LS etc.

Decisions (continued)...

FEBRUARY 26

WMAZ, Macon, Ga.—Granted modif. CP change antenna.

WOW, Omaha—Granted modif. CP extend completion to 5-1-35.

WNAX, Yankton, S. D.—Granted modif. CP extend completion to 7-18-35.

KGIX, Las Vegas, Nev.—Granted modif. CP extend completion 60 days.

KOOS, Marshfield, Ore.—Granted modif. CP extend completion to 3-15-35.

WICC, Bridgeport, Conn.—Granted license for changes equip., increase from 500 w to 1 kw D, 600 kc 500 w N spec.

WTBO, Cumberland, Md.—Granted applic. transfer control of stock held by Herbert Lee Blye to Roger W. Clipp and Frank V. Becker.

NEW, Ardmoreite Pub. Co. Inc., Ardmore, Okla.—Granted CP 1210 kc 100 w D.

WFLA-WSUN, Clearwater, Fla.—Granted extension exp. auth. 1 kw N 5 kw D to 9-1-35.

WJAR, Providence, R. I.—Granted extension exp. auth. use added 250 w N to 9-1-35.

WIND, Gary, Ind.—Granted renewal license 560 kc 1 kw N 2½ kw D unltd.

WMT, Waterloo, Ia.—Granted extension exp. auth. 600 kc 1 kw N 2½ kw D unltd. to 9-1-35.

WGBI, Scranton, Pa.—Granted extension exp. auth. use added 250 w to 9-1-35.

W8XAR, Chicopee Falls, Mass.—Granted renewal exp. license to 6-23-35 in conformity with existing license.

SET FOR HEARING—KFWB, Los Angeles, CP change equip. increase from 2½ to 5 kw; KMPC, Beverly Hills, Cal., modif. license to increase hours to unltd.;

KIEV, Glendale, Cal., modif. CP change equip., extend completion; KGFI, Corpus Christi, Tex., CP move station locally, install new equip., change to 1380 kc 1 kw unltd.; NEW, C. L. Burns, Brady, Tex., CP 1210 kc 100 w D; NEW, Robert K. Herbst, Fargo, N. D., CP 1310 kc 100 w unltd.; WRJN, Racine, Wis., CP change equip., increase from 100 to 250 w D; NEW, Joseph H. Hallock, Vancouver, Wash., CP 1500 kc 100 w D; WMFI, New Haven, Conn., modif. CP new equip., change to 1200 kc 100 w N 250 w D unltd., extend completion; KLZ, Denver, modif. CP new equip., increase from 2½ to 5 kw D, extend completion; WICC, Bridgeport, Conn., modif. license from 500 w to 1 kw LS to 1 kw N & D; KLS, Oakland, Cal., modif. license from 1440 to 1280 kc, increase from D to unltd., 250 w N; NEW, Universal Advertising Agency, Laredo, Tex., applic. to transmit from Laredo to XENT, Nuevo Laredo, Mex., and others; WORC, Worcester, Mass., exp. auth. new equip., 1280 kc 1 kw N & D unltd. to 4-1-35, directional antenna; WERC, Charlottesville, Va., exp. auth. operate simul.-WEED N 30 days; WMBH, Joplin, Mo., exp. auth. 1380 kc 250 w directional antenna 6 months; WTAQ, Eau Claire, Wis., CP move station to De Pere, Wis., increase hours to unltd., install directional antenna, vol. assignment license to WHBY, Inc.; KWCR, Des Moines, modif. CP requesting approval transmitter site, extend completion to 6 months after grant; KSO, Des Moines, CP for approval of new site, new transmitter equip.; WMT, Cedar Rapids, Ia., modif. CP for approval new transmitter site, Marion twp., install new equip., extend completion to 90 days after commencement.

MISCELLANEOUS—WEED, Rocky Mount, N. C., denied temp. auth. operate simul.-WEHC 30 days; WNBR, Memphis, denied temp. auth. operate spec. hours 1 kw; NEW, Garden City Brdcstg. Co., Garden City, Kan., granted CP 1210 kc 100 w unltd. (Jan. 29); WEAN, Providence, R. I., granted reconsideration action of Feb. 19 setting for hearing applic. to extend exp. auth. use added 250 w N, and exp. auth. extended to 9-1-35; WCFL, Chicago, granted applic. renewal license and extension exp. auth.; KOA, Denver, granted renewal; KVI, Tacoma, Wash., granted renewal; WKRC, Cincinnati, denied reconsideration action setting for hearing applic. install new equip., increase from 500 w N 2½ kw D to 1 kw N 5 kw D; WIP, Philadelphia, suspended grant modifying license increasing power from 500 w to 1 kw N and set for hearing because of WCAO protest.

ACTION ON EXAMINERS' REPORTS—WSMB, New Orleans, granted modif. license from 500 w to 1 kw unltd., directional antenna, sustaining Examiner Walker.

WBNX, New York—Granted renewal license for CP new equip., move studio locally, denied increase to 500 w., sustaining Examiner.

WHOM, Jersey City—Granted applic. for CP move transmitter to Hoboken, renewal license, sustaining Examiner Hill.

NEW, Norman Baker, Muscatine, Ia., denied in default applic. new station 1170 kc 5 kw ltd., sustaining Examiner Hyde.

APPLICATIONS DISMISSED—WWAE, Hammond, Ind., CP 1010 kc 500 w unltd.; KABC, San Antonio, exp. auth. 1310 kc 100 w unltd.; WOKO, Albany, N. Y., modif. license 1430 kc 1 kw unltd.; KOL, Seattle, CP 1270 kc 5 kw unltd.; WBBZ, Ponca City, Okla., invol. assign. license 1200 kc 100 w unltd.; NEW, A. L. Chilton, Kilgore, Tex., CP 1200 kc 100 w unltd.; NEW, A. H. Sconberg, Salinas, Cal., CP 1500 kc 100 w unltd.

SPECIAL AUTHORIZATIONS—WDBO, Orlando, Fla., granted extension temp. auth. added 750 w N to 3-31-35; WSMK, Dayton, O., granted extension temp. auth. operate simul.-KQV 6:45-12 p. m. to 3-31-35; KQV, same.

RATIFICATIONS:

WICC, Bridgeport, Conn.—Granted auth. extend program tests 30 days (Feb. 16).

WDAF, Kansas City—Granted auth. extend equip. tests 10 days (Feb. 19).

WGPC, Columbus, Ga.—Granted auth. extend period of suspension 10 days (Feb. 19).

Don Marquis on Air

DON MARQUIS, the author, doing a *Column of the Air*, on Feb. 26 started for Simon Ackerman Clothes, Inc., New York, on WEAF twice weekly and on the WJZ Sundays, both at 11 p. m. Hirschon-Garfield, Inc., New York, handles the account.

RCA Plans Facsimile Circuit

(Continued from page 9)

finger-prints and other records." A page of business letter size, he explained, can be transmitted within a few minutes.

Far less optimistic as to television, the RCA president stated that continued research in the ultra-short waves and in the technique of visual transmission has been maintained. On this score, he said:

Our laboratory efforts in this direction have been guided by the principle that the commercial application of such a service could be achieved only through a system of high-definition television, which would make the images of objects transmitted clearly recognizable to observers. In this respect it is notable that transmission results attained by RCA in laboratory experiments meet or go beyond the foreign standards indicated as satisfactory for the inauguration abroad of experimental television service.

Similarly cathode ray tube reproduction, as developed in our laboratories, provides a larger field of vision for the picture received than has been hitherto attainable. In addition, RCA's development of the "iconoscope"—an electric eye that facilitates the pick-up of studio action and permits the broadcast of scenes outside the studio—has been further developed.

Viewed, however, from the standpoint of public service our own studies agree with the conclusions reached abroad by competent engineering and public authority. These conclusions are that sound broadcasting and sound receiving equipment comprise the fundamental broadcasting and receiving facilities of the nation, with television facilities as a supplementary service; that there are no short cuts to the inauguration of television; that it must proceed step by step through the processes of research, laboratory development, field demonstration and thence to regular service; and that the technical, program, and financial problems involved are so great as to make it impractical to erect and maintain a system of television on a nation-wide basis, particularly in the United States, in the present state of the art.

The report of the British Commission which recently recommended the establishment of an experimental television station in England, states that transmission difficulties "may seriously limit the extent to which the country can be effectively covered" and "that the area capable of being effectively covered by ultra-short wave stations of about 10 kw. capacity will not exceed a radius of approximately 25 miles over moderately undulating country." The cost of this experiment at a single location in London is estimated to be approximately $900,000. For a service limited to half the population of England, it is stated that probably ten transmitting stations at suitable locations would have to be erected, and that "some time is likely to elapse before the price of an efficient receiver will be comparable with that of the average type of sound receiver."

With England occupying a territory not much larger than that of New York state alone, the vastly greater problems of television service for the United States are self-evident. The present wire systems are not suitable for inter-connecting television stations as they are for broadcasting stations. For that purpose either a new wire system must be created or radio relays must be further developed and established.

In view of these facts it is apparent that the next step in the development of the art in the United States must begin with the establishment of television on the basis of field demonstration in order that subsequent plans may be founded on the practical experience thus obtained. In view of the continued laboratory progress of RCA and the wide public interest in this new field your management is diligently exploring the possibilities of such a demonstration.

Newspapers Still Dicker For Washington Station

ALTHOUGH all parties involved were secretive, it was learned, as BROADCASTING went to press Feb. 27, that negotiations were still in progress for the sale of WMAL, Washington, NBC-WJZ outlet, to one of three newspapers. Understood to be bidding for the property are the *Post*, owned by Eugene Meyer; the *Star*, of which Frank B. Noyes, Associated Press president, is publisher, and the *Herald*, a Hearst-owned paper. Best information obtainable was that the bidding had reached $285,000, which represented the Hearst offer. Officials of the Hearst organization were understood to be in Washington at the time in connection with the negotiations.

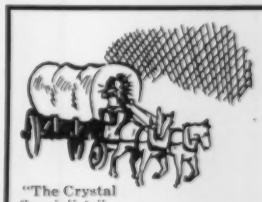
Bids are being considered by Thomas P. Littlepage, Washington attorney and trustee for the estate of the late M. A. Leese, which owns the property. It now is being operated under a five-year lease of $36,000 per year by NBC, which would have to waive its lease in order to allow consummation of the sale.

Activity on Code Held in Abeyance

PENDING the return to his office of James W. Baldwin, executive officer of the Code Authority for the radio broadcasting industry, all matters relating to the code now before the NRA are being held in abeyance, according to word given at NRA Feb. 26. Mr. Baldwin now is confined to his home following a minor operation.

Among the matters before the NRA is that relating to wages and hours for broadcast technicians, which was the subject of an investigation some weeks ago by the Code Authority. Actions of the Code Authority at its meeting last month involving free time and so-called "propaganda" broadcasts offered stations on a no-pay basis, also are being held up, insofar as notification to the industry and to the parties involved is concerned, pending Mr. Baldwin's return.

Of significance in connection with the broadcasting code was the President's message to Congress Feb. 19 recommending legislation to extend the National Industrial Recovery Act for two years from June 16, when it would expire by its own provisions. The language of the message was strong where it related to enforcement of industry codes. A Senatorial investigation of NRA has been ordered.



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Abolition of CRC, Rumor in Canada

Commission on Probation Until Programs Are Improved

By JAMES MONTAGNES

BECAUSE of poor quality programs, rumors are current that the Canadian Radio Commission would be taken over by a new Department of Communications. Now the rumors have been stilled, with the government's report at Ottawa that the Commission is still on probation, and that if the quality of programs takes another slump, control of the Commission may be taken from the present commissioners.

Other factors which point to the government still favoring its appointees as commissioners are the recent opening and building of a new 1,000-watt Commission station at Windsor, CRCW; the voting of a budget of $1,250,000 for the fiscal year, which is a quarter of a million dollars more than last year; and no announced changes in the Radio Act which would take the control of the Commission away from the present authorities.

The proposed Department of Communication, it was learned in Ottawa, is still under discussion, government policy not yet having been decided. It is known, however, that should such a department be established, the Radio Branch of the Department of Marine, under which the Radio Commission now operates, would not be included in the new department, but radio broadcasting would. The department has been mooted by Premier Bennett, and is expected to centralize control of all communication and transportation facilities under one ministry. The Radio Commission will continue to operate in the same manner as it does at present under the new ministry.

Farthest North Station

TWO HUNDRED miles above the Arctic Circle, at Arctic metropolis Aklavik, at the mouth of the MacKenzie River in the Northwest Territory, the world's most northern broadcasting station will shortly go on the air, with the call letters CJCU on a frequency of 1210 kc. with 50 watts, Dr. J. A. Urquhart, chief medical health officer there for the Canadian government, is the licensee. CJCU makes the 75th broadcasting station on the air in the Dominion, according to the latest official list just issued. This list shows seven Canadian Radio Commission stations, 12 newspaper-owned stations, and 41 stations operating as regular business institutions or being affiliated with the radio and electrical trade.

WTMV is the call letter combination assigned by the FCC to the new 100-watt station authorized at East St. Louis, Ill., to the Mississippi Valley Broadcasting Co., Inc.

James L. Free

(*Continued from page 29*)

new conviction: That the day of the general representative had just about ended. Unable to sell this idea to his superiors, he put it across to a coworker, Cliff Sleininger, and on May 15, 1932, the firm of Free & Sleininger took out corporation papers, opened an office, and started in business as exclusive station representatives.

They allowed themselves six weeks to line up stations, and on July 1 began promoting business for their group of seven. Since that time, although they have done no soliciting for themselves, they now represent 19 stations, with WOC-WHO and WGR-WKBW, the first stations they signed up, still at the head of their list. Their staff now numbers 19, most of them successful space salesmen who have been won away from their newspapers and magazines by the greater opportunities of radio. Free & Sleininger now have offices in New York, Detroit and on the West Coast (where they are represented by Walter Biddick Co.) in addition to their home office in Chicago.

Free believes the representative's place is that of station salesman in the national field and not a dictator of station policies. A good salesman, however, does more than produce revenue, and Free & Sleininger have tried to help the stations they represent by acting as a clearing house for successful local program ideas, by suggesting a unit merchandising plan, and by developing standardized practices in the matter of quantity discounts and the methods of determining and presenting station coverage statistics.

Aside from regular production of spot sales for the stations represented by Free & Sleininger, Free thinks the firm's biggest contribution had been the plan worked out with World Broadcasting System to eliminate conflict between WBS and the exclusive reps and allow them to work together to create more transcription business (see Feb. 1 issue of BROADCASTING).

Married to Julia Scarritt of Kansas City, Jim Free lives in the Chicago suburb of Flossmoor, where his hobby of bee-keeping supplies his daughter and two sons with an abundance of honey and excitement.

House Radio Legislation Is Under New Committee

ALL RADIO legislation in the House will be handled hereafter by the Interstate & Foreign Commerce Committee, rather than by the Merchant Marine, Radio & Fisheries Committee, under a compromise reached between the chairmen of these committees, Rep. Rayburn of Texas and Rep. Bland of Virginia. Under the revised arrangement, the Merchant Marine Committee will drop the word "radio" from its title.

In the Senate, a subcommittee of the Interstate Commerce Committee, headed by Senator Brown (D.), of New Hampshire, has been named to handle broadcasting legislation, and amendments to the FCC Act. Other members are Donahey (D.), of Ohio, and White (R.) of Maine, the latter well versed in radio. Chairman Rayburn declared he had not yet considered the naming of a radio subcommittee, but both he and Senator Brown indicated that broadcasting matters would not come up until late in the session because of the pressure of other committee business.

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1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

R. C. POWELL
Broadcast Station
Design
Erection
Maintenance
General Motors Bldg., New York City

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Successful midwestern network station with responsive audience in booming city of 175,000, only station trading area 300,000, desires an aggressive persistent salesman with radio sales background. Agency trained radio executives will assist with ideas, contacts, closing. Right-priced programs, spots and talent participations. Continuity, promotion, and collections furnished by station. Guaranteed drawing account against commissions. Box 284, BROADCASTING.

A real sales manager, preferably a big town man, who would like to break away and make a career for himself in the local field. Station is one of the country's finest local type layouts, with a staff of 23 people, operating in a metropolitan manner in a 60,000 town. Location North-Central. Our men know about this ad, so lay all your cards on the table. Box 287, BROADCASTING.

Experienced announcer and continuity writer by progressive Illinois local station. State salary expected. Box 283, BROADCASTING.

Situations Wanted

ATTENTION
LOCAL STATION OWNERS

Station manager who has made new local station one of the outstanding in the United States wants small station in a more progressive city. Interested *only* in local stations. If your local plant is not a success address Box 289, BROADCASTING. Let's at least discuss it.

Progressive engineer, announcer, continuity writer and program builder. Salary secondary to good opportunity. Now employed. Excellent references. Box 282, BROADCASTING.

Program and musical director, continuity writer, announcer. Specializing in building up programs. Years of experience. Fine letters of recommendation. Box 288, BROADCASTING.

Stations Wanted

Full time, good locality. State best proposition first letter. Box 285, BROADCASTING.

100 or 250 watt radio station, state price, cash and terms, also any additional information that might be of interest to prospective buyer. Box 286, BROADCASTING.

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She'll Plan, Keep House and Shop *by Radio* . . .

Just as Her Mother Does

The thousands of mothers throughout the country who spend their entire days working, planning and shopping for home and family, have come to depend upon the messages of daytime broadcasters to guide them.

Realizing this, more and more advertisers are using daytime hours. And the increasing number of success stories in our files offers positive proof of their effectiveness.

To reach and sell the rich Northern Ohio market, use WTAM. The only clear channel, high power station in the area, and offering popular NBC Red Network programs, it is the favorite station of listeners who want and appreciate better programs, and of advertisers who find it a powerful selling influence.

WTAM

50,000 WATTS

CLEVELAND

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY

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